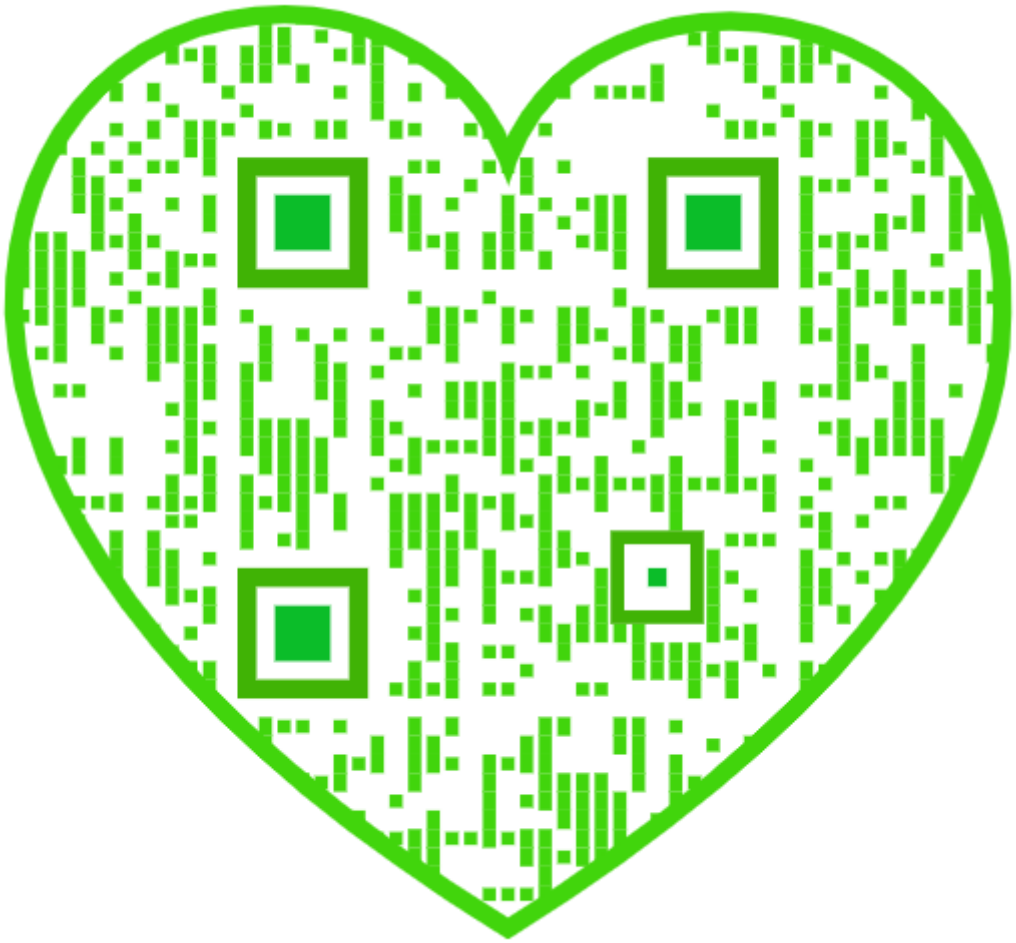

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TITLE PAGE & INDEX ISSUE

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, September 22, 1914 | Ten cents a copy Two dollars a year

Indian

Plans for a New Sales Year

—clean-cut opportunity for a limited number of GOOD new dealers to handle the premier motorcycle

The Indian Sales Department has recently re-districted certain areas in the United States with the result that a group of excellent localities have been made available to new Indian representatives.

We do not always have such fine paying territories to offer the merchant as we now have. The men who act quickly and in good faith will find themselves in possession of a big volume of business—business that our past experience has definitely proven to be readily at hand in the various allotments which we have newly created.

We could not have opened up these attractive chances at a better time than now. The men at the forefront of American commercial and financial affairs are practically unanimous upon the fact that 1915 will see unprecedented manufacturing and retailing activities in full swing—an American prosperity greater probably than we have ever had before.

The whole motorcycle industry confidently joins in this same optimistic outlook.

Therefore, an opportunity to handle the predominant motorcycle — ***the predominant Indian***—places at the merchant's disposal a proposition that commands far more than ordinary consideration.

Please address all correspondence relative to Indian representation to me personally.

FRANK J. WESCHLER, Treasurer and Sales Manager.

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS:

Chicago Dallas Kansas City Minneapolis Denver San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St, New York

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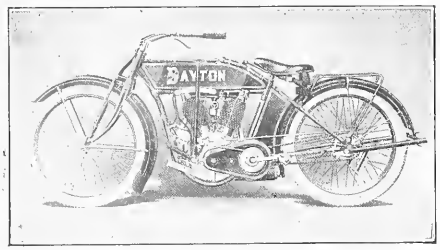


The MOTORCYCLE for *YOU*

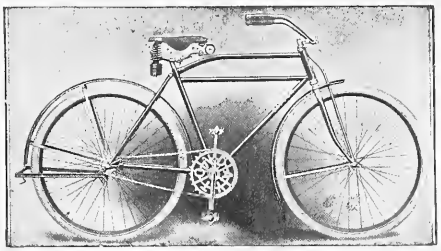
And here's why—In the first place, the Dayton motorcycle is built to last. The best materials are used.

In the second place, it is built to develop speed and power. The motor develops a greater speed than its rating.

In the third place, it is built with a view to giving comfortable riding. The Dayton Rocker Spring Fork, and the Dayton Shock Absorbing Seat Post eliminate the jolts and bumps. It's a real pleasure to ride the husky Dayton.

You ought to know more about Dayton Motorcycles.

This Catalog of Dayton Motorcycles is Free. Send for it.



The BICYCLE for *YOU*

And here's why—In the first place, the Dayton bicycle is built entirely in our own factory. Our large, ample manufacturing facilities make this possible. It is not an "assembled" bicycle.

In the second place, it is a product resulting from years of investigating and bicycle building. The Davis factory made almost one-third of the total number of bicycles manufactured in the United States last year.

In the third place, Dayton bicycles have their special exclusive features. These features have been responsible for the Dayton's world-wide popularity. As they have appealed to others so will they appeal to you. You ought to know more about Dayton bicycles.

This Catalog of Dayton Bicycles is Free. Send for it.

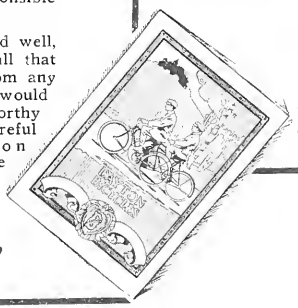
DAYTON CYCLE PRODUCTS

Are built in the largest cycle factory in the world—covering 15½ acres, employing 2000 men.

Are strongly guaranteed to you by the large, responsible firm behind them.

Are proven and tested well, able to do for you all that you would expect from any cycle product you would buy. Are at least worthy of your most careful consideration whether you are a rider or a dealer.

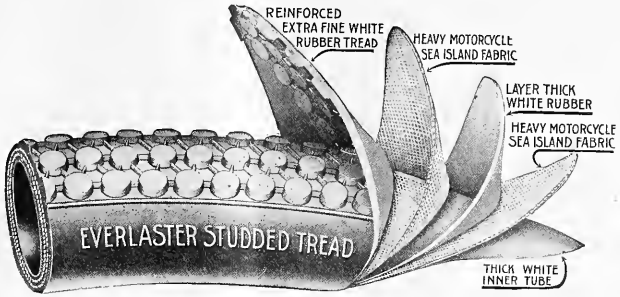
"RIDE RIGHT"



DAVIS SEWING MACHINE COMPANY

Dept. C **DAYTON, OHIO**

Established 51 Years Ago.



The Old Reliable

The original heavy fabric tire.

Two years old and just as good now as when first introduced.

Our 1915 line of other grades of Bicycle Tires and Bicycle Inner Tubes is worth your consideration.

Kokomo Rubber Company
Kokomo, Indiana

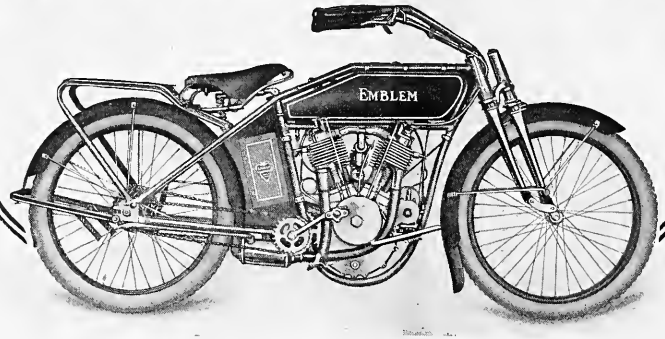
A good part of the pleasure of owning and riding a motorcycle is in knowing that your mount is up-to-date in all points. EMBLEM is a thoroughbred machine. It embodies all that is best in a motorcycle. It expresses distinction in every line. EMBLEM riders are never out-classed in any competition of form, endurance, power or speed.

EMBLEM MANUFACTURING COMPANY

Angola, Erie County, N. Y.

Also Makers of the World Famous Emblem Bicycles

EMBLEM

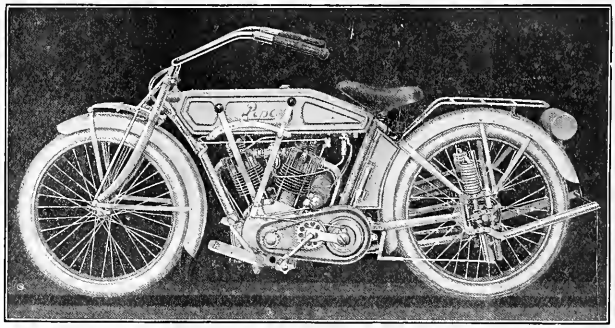


DISTRIBUTORS

For California, JOHN T. BILL & CO., Los Angeles. For Oregon, Washington and Idaho, BALLOU & WRIGHT, Portland, Ore., and Seattle, Wash. For the South, HENRY KEIDEL & CO., Baltimore, Md.

Model 110, Big Twin, 10 H. P. $275
Model 108, Regular Twin, 8 H. P. . . 250
Model 105, Big Single, 5 H. P. . 200

It's better to buy a Pope than to always wish you had



Model R-14. Price $285

The Ideal Machine for Side Car Service. Contains Pope Overhead Valve 15.4 H. P. Engine; "Automobile Heavy" Gear Change Mechanism Self Locking; Celebrated Pope Spring Shock Absorbers; Foot Boards, Foot Operated Brake; Large Gas and Oil Tanks make touring a pleasure.

A gratified customer tells YOU—

"The R-14 recently received exceeds our fondest expectations. Mere words fail to express our opinion of it. We can confidently say that there is nothing on the market which approaches it. We have made the natives sit up and take notice. Have the town talking POPE."

Buy one now. Don't wait. The passing days are too precious to lose

THE POPE MANUFACTURING COMPANY, 4 Cycle St., Westfield, Mass., U. S. A.

Sales Helps for Bicycle Tire Dealers

The Goodyear Tire & Rubber Company has solved a hundred advertising and selling problems for bicycle tire dealers.

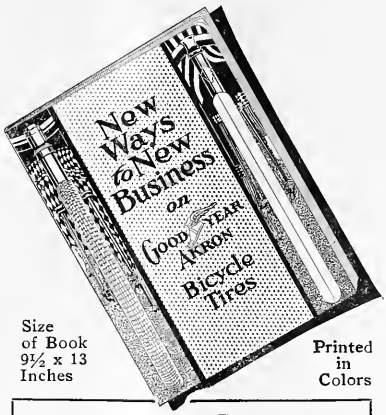
In the doing of it hundreds of dealers were interviewed in order to get their ideas first hand, and to present only what was actually practical for other dealers' use.

Then all this wealth of material was put into a big 9½ x 13 book of 32 pages, printed in colors.

Ordinarily such a book would cost the dealer money. But it was decided to send it free to dealers interested in Goodyear-Akron Bicycle Tires.

Thousands of copies of this book, "New Ways to New Business," have already gone out to dealers. These men are using their book as a sales manager, advertising manager, window trimmer, and general manager combined.

It presents a host of helps ranging from advertisements written for the dealer to free tire racks. With such a book in your store you have a high-priced expert in every department of your business, without having to pay a penny.



Size of Book 9½ x 13 Inches

Printed in Colors

GOOD YEAR AKRON Bicycle Tires

A Wonderful Bicycle Tire

This book also tells the great story of Goodyear-Akron Bicycle Tires. It tells of the idea which prompted the making of a high-grade tire which would enable dealers to compete with inferior tires — and at their price.

It tells how Goodyear-Akrons add to dealers' profits in aggregate sales.

It tells how Goodyear master methods, equipment and output have resulted in this new value while maintaining highest Goodyear quality throughout.

All in all, it tells of a revolution in bicycle tire making and selling which will have an intense appeal for every bicycle tire dealer.

Get This Book, Free

If you have not already received a copy of "New Ways to New Business" drop a card today. Also ask for prices and dealer's proposition in general on Goodyear-Akron Bicycle Tires. Learn what new trade and new profits await you—helped by the great book which you cannot obtain elsewhere.

Write today—write NOW

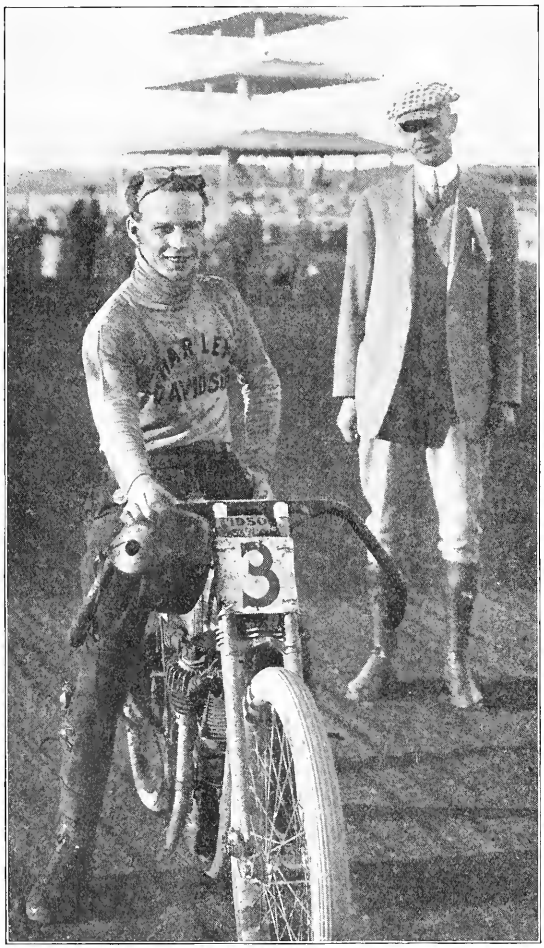
THE GOODYEAR TIRE & RUBBER COMPANY, Dept. 228, Akron, Ohio

Toronto, Canada **London, England** **Mexico City, Mexico**

DEALERS EVERYWHERE

Branches and Agencies in 103 Principal Cities ***Write Us on Anything You Want in Rubber***

Harley-Davidson



BILL BRIER

Winner of the 25-mile professional race at Cleveland. His Harley-Davidson made the 25 miles in 21:20. This is an average of 51 1-5 seconds per mile, or 70.31 miles per hour, on a one mile dirt track

Minnesota

Harley-Davidson wins both stripped stock events at Minnesota State Fair.

Alabama

Harley-Davidson wins at Anniston — 3¼ miles in 3:23.

Mississippi

Harley-Davidson wins first and second in all three races at Meridian.

Pennsylvania

Harley-Davidson wins both amateur and professional events in Beachview-Marshalsea 34-mile road race.

Tennessee

Harley-Davidson wins first in all four races at Knoxville.

South Carolina

Harley-Davidson wins the big 50-mile event on two mile straightaway course, making 24 complete end turns, in 50 minutes, 55 seconds.

Massachusetts

Boston Bay State Endurance Run results in 12 Harley-Davidson perfect scores, including two Harley-Davidson sidecars.

Harley-Davidson Motor Co., 790 C Stree

Winnings Increase

Mexico

Harley-Davidson wins the motorcycle event at Juarez.

Canada

Harley-Davidson wins first and second in the 5-mile race at Fort William, Ontario.

Texas

Harley-Davidson wins first and third in 200-mile race at San Antonio.

Oregon

Harley-Davidson finishes first and second in Portland-Tacoma 324-mile endurance run, defeating 19 machines, of practically all makes.

Ohio

At Cleveland, Harley-Davidson wins first and second in sidecar race, first in novice event, and first, second and fourth in 25-mile professional stripped stock.

Nebraska

Harley-Davidson wins first and second at Osceola.

Ohio

Harley-Davidson wins first and second in both amateur events at Canton.

GRAY SLOOP

After winning the big 50-mile race at Charleston, his Harley-Davidson stripped stock model 10-K averaged 92 miles per hour in an exhibition event on a straight-away course

WM. F. SPECHT

The well known Birmingham Harley-Davidson rider, who made a splendid showing in the 50-mile race at Charleston, South Carolina

RED PARKHURST

Who won both stripped stock events at the Minnesota State Fair, defeating some of the best men in the business

J. B. BANKS

Winner of the 200-mile race at San Antonio. Banks defeated 18 riders, representing practically all makes

BILL SCOTT

Winner of third place in 200-mile race at San Antonio, Texas

Milwaukee, Wis.

WEED ANTI-SKID CHAINS insure safety to Motorcyclists

Prevent skidding and Slipping.

Maximum Traction
Easy Steering and Perfect Safety

Mud, sand, slippery pavements, ice and snow will not spoil your sport if you always carry

Weed Anti-Skid Motor Cycle Chains

Just as perfect in principle, construction and workmanship as WEED CHAINS for automobiles. Make motorcycling absolutely safe—sixty miles an hour with perfect safety.

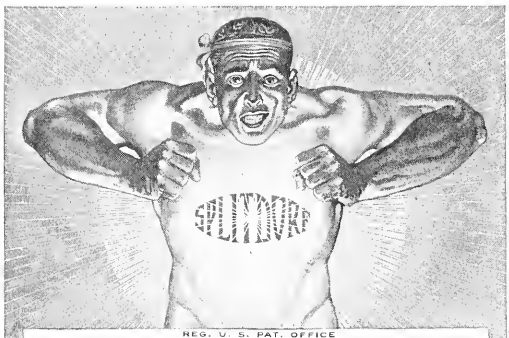
The continuous "creeping" prevents injury to the tires and keeps them clean, thus minimizing the chances of punctures. Extreme lasting qualities.

Easily carried as the small bundles they make in their canvas bags take so little room that they could be carried in your pocket, when not in use, without inconvenience.

Order them from your dealer or write for particulars.

WEED CHAIN TIRE GRIP COMPANY
28 Moore Street **New York**

NECESSARY FOR THE MOTORCYCLE-AS THEY ARE NECESSARY FOR THE AUTOMOBILE



REG. U. S. PAT. OFFICE

A MILE IN .39 FLAT

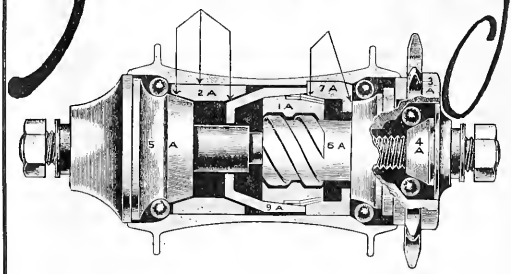
Ed. Harmer, professional racer and owner of an *Excelsior,* tried a SPLITDORF MAGNETO on his machine on the Detroit Motordrome recently, and, first time out with the new equipment, made a WORLD'S RECORD.

Specify Splitdorf

SPLITDORF ELECTRICAL COMPANY

ATLANTA	10-12 E. Harris St.	LOS ANGELES	1215 S. Hope St.
BOSTON, St. Germain and Mass. Ave.		MINNEAPOLIS	34 S. 8th St.
CHICAGO	64-72 E. 14th St.	NEWARK	290 Halsey St.
CINCINNATI	811 Race St.	NEW YORK	18-20 W. 62d St.
DALLAS	402 S. Ervay St.	PHILADELPHIA,	210-212 N. 15th St.
DAYTON	427 E. 3d St.	SAN FRANCISCO	1028 Geary St.
DETROIT	972 Woodward Ave.	SEATTLE	1628 Broadway
KANSAS CITY	1827 Grand Ave.	TORONTO	469 Yonge St.
LONDON		BUENOS AIRES	

5 Points of Safety



It's the three braking surfaces and the two driving surfaces, in a thoroughly trouble-proof design that makes the supremacy of

THE ATHERTON COASTER BRAKE

Riders want the best when it comes to a Coaster Brake. It means so much in a possible emergency. Dealers want to handle the Brake that they can honestly recommend.

Put an ATHERTON COASTER BRAKE on your wheel and feel absolutely secure!

Cut Out the Worry—Ask for Circulars

BUFFALO METAL GOODS CO., Buffalo, N. Y.
Licensed Coaster Brake Manufacturers
D. P HARRIS HARDWARE COMPANY
48 Warren Street, New York City **Distributors**

There Never Was a Catalog Like This

IT is the most important we ever issued and contains the announcement of radical changes in New Departures that every live man in the trade wants to know about. A copy has been mailed to every dealer on our list. If you do not get yours promptly, drop us a post card and ask for it. We will send it by return mail. : : : : : : : : : : : : :

THE NEW DEPARTURE MFG. CO.
Bristol, Connecticut

LOBDELL
BICYCLE RIMS ARE BEST

THIS IMPRINT IS A

QUALITY GUARANTEE

SEE that it is on the rims fitted to your Bicycles, and on those you buy for repair work.

Lobdell Rims have been, and still are, standard factory equipment by reason of their quality, and our ability, financially and otherwise, to serve the trade satisfactorily.

MADE IN ALL TYPES AND STYLES **ORDER FROM YOUR JOBBER**

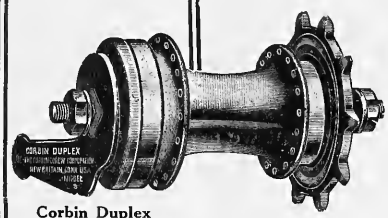
American Wood Rim Co.

Factories: **ONAWAY, MICHIGAN**
MERY-SUR-OISE, FRANCE

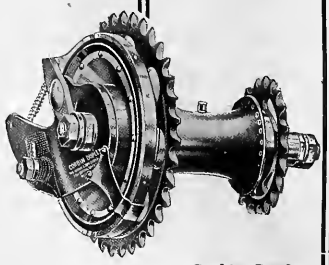
Stocks carried for jobbing trade at
48 WARREN STREET, NEW YORK, N. Y.
1801 SO. MICHIGAN AVE., CHICAGO, ILL.

No Greater Testimonial Can be Paid to

Corbin Brakes



Corbin Duplex Coaster Brake for Bicycles



Corbin Duplex Band Brake for Motorcycles

than the fact that bicyclists who once equip with them always continue to use them.

The rider who 14 years ago equipped his bicycle with a Corbin Duplex Coaster Brake is using one today and if he uses a motorcycle you will find the Corbin Duplex Motorcycle Band Brake on its hub. Thoroughly dependable service has taught him to rely absolutely on Corbin Brakes.

Corbin Brakes are never failing in the strength and smoothness of their action. Their unequalled durability is the result of a perfectly constructed, friction reducing, ball bearing mechanism. Throughout they are characterized by the most accurate and skillful workmanship. Their design is of unusual strength, their material of the highest quality.

"Corbin Control Means Safety Assured"

Write today for catalog.

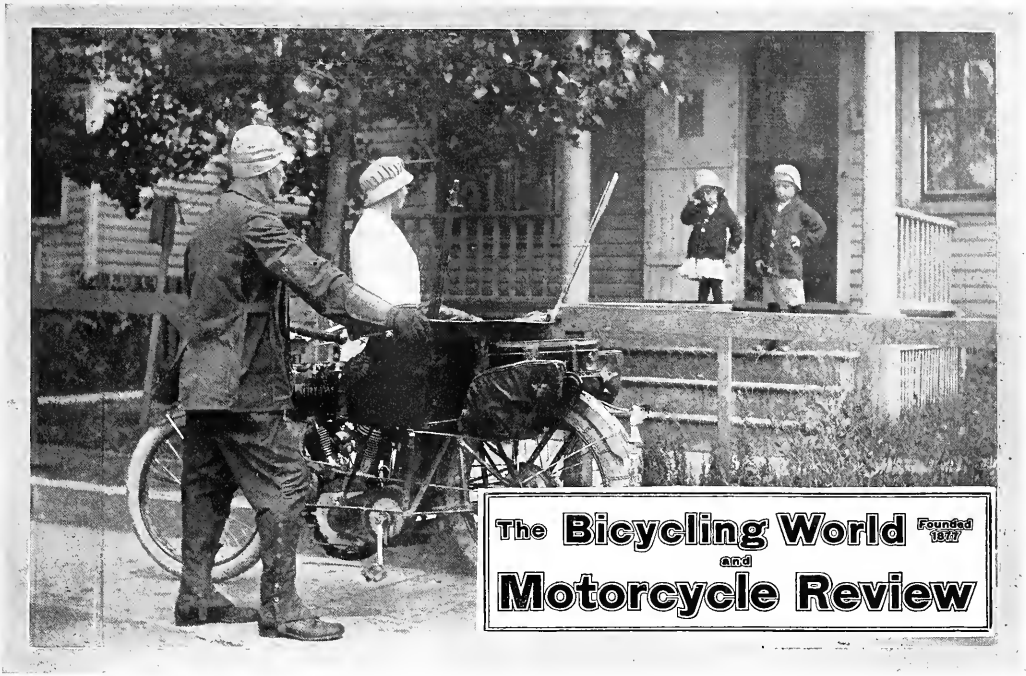
Makers of Corbin-Brown Speedometers and Automatic Screw Machine Parts

THE CORBIN-SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia



The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX | New York, September 22, 1914 | No. 1

The Week's News : : at a Glance : :

"Jimmy" Walker Finishes Long Trip

Story of the "Wheel About the Hub"

How a Toledo Dealer Keeps Busy All Year

Racing News from Everywhere

What the Trade Is Doing

Coffman Appoints a Legate

SPECIAL FEATURES

Chicago Show to Be "Best Ever"

Details of Iver Johnson's 1915 Product

Hendeemen in Annual Session

Chairman Johnson's Legal Aid Plan

Show Plans Nearly Completed

More Exhibits and Larger Displays Than Ever Will Feature First View of 1915 Products in Chicago Show Next Month

That the value of the National Motorcycle, Bicycle and Accessory Show from a sales standpoint is more fully realized by manufacturers, jobbers and dealers of the three allied industries than ever before, is being shown by the rush of applications for space in the third annual show which will be held in the First Regiment Armory, Chicago, Ill., October 12-17.

Information received from those who are to exhibit this year discloses the fact that they are getting their individual exhibitions in shape and planning a more comprehensive and complete representation than in either of the two previous shows. There will be little or no change in the manner of staging the exhibits, as the arrangement in the past has proven generally satisfactory to all concerned and all the exhibitors have had a fair share of the orders placed in the show.

The attendance at the coming show probably will exceed even the figures of last year, when more than 1,500 dealers and 250 jobbers passed through the doors. In his trips through the country, Manager Coffman has received a multitude of assurances from trade representatives to the effect that they were going to attend the show, many asserting that aside from the educational features the opportunities for study of their competitors' offerings and the actual business that can be transacted in such a gathering makes the presence of those interested in the industries almost imperative.

The Chicago exhibition will be the first opportunity that the trade will have to view the product for the 1915 market and as dealers have come to a general realization of the value of early information on this subject a majority will take advantage and be in attendance during a part or all of the show.

Items of Trade News from Everywhere

Westing Reaches for Farmer Trade

The G. H. Westing Co., distributers of Indian motorcycles had an attractive exhibit at the State Fair held in Indianapolis last week. A stolid-looking Indian, mounted on a machine in front of the teepee, distributed literature to the passersby. Thousands of people showed their interest by making inquiries of the salesmen and the advertising derived is bound to benefit G. H. Westing Co. as well as practically every Indian dealer over the state. Visitors from far-off Oklahoma and Maine registered and signified their intention of buying machines when they arrived home. This sort of advertising reaches the farmer when he is in a receptive mood; he has come to the fair with the avowed purpose of investigating new machinery and appliances that will lighten his work and increase the efficiency of the farm hands. The motorcycle salesman does not find it a hard matter to interest the progressive farmer, as an examination cannot help but convince him of the practicahility and adaptability of the motorcycle to everyday uses on the farm. The salesmen in the Indian wigwam secured the names of hundreds of prospects and their follow-up system will undoubtedly result in numerous sales.

Pope Receiver Has $152,000

Colonel George Pope, receiver of the Pope Mfg. Co., in his report for August, states that he had $160,914.22 on hand July 31, and his cash receipts during August were $67,967.81, giving him a total of $228,882.03. The cash disbursements were $76,967.61, leaving a balance on hand of $151,914.42.

Standard Welding Again Expands

Despite wars and rumors of financial depression, manufacturers who have to do with the motorcycle and bicycle industries are experiencing the need for additional space, made necessary by a constantly increasing demand for their wares. For the third time within a year the Standard Welding Co., of Cleveland, O., is engaged in building an addition to its already large plant. The newest structure is of structural iron, with corrugated asbestos, metal reinforced roofing and siding. The dimensions are 60 x 240 x 30 feet.

The building is to be devoted entirely to the storage of rims and will accommodate approximately 100,000 rims of various types.

The construction of the new building is necessitated by the growing demands of bicycle, motorcycle and automobile manufacturers for Stanweld rims.

ROUGH BUT RUGGED TEST OF POPE MUDGUARDS AT WESTFIELD FACTORY

Hearsey-Willis 1915 Catalog Out

The catalog for 1915 of the Hearsey Willis Co., makers of bicycle and motorcycle tires, and which has its home in Indianapolis, Ind., is out in circulation. It is splendidly gotten up in every detail and the neatness of it, the straightforward, honest selling arguments contained, and the confidence which it inspires in the mind of the reader of the substantiality of the concern and its products, are all that could be desired. The good quality of glazed paper used takes the illustrations well, and life and realism is given to it by the use of both red and black ink in the cuts, which enables the red and grey rubber goods to be shown almost exactly as they really are. The cover is of heavy olive green stock and has a neat design in gold upon it.

Cycle Outfitters Show Their Line

The Gem Shirt Co., of Dayton, O., manufacturers of all kinds of clothing for motorcyclists, is circulating a catalog which deserves full commendation. It is made up attractively in every detail and is thoroughly up to date and businesslike. The cover, of good stock light green paper, carries an effective and artistic design. The quality of the paper on the inside of the catalog is excellent and has a glazed finish on which the numerous illustrations show up to the best advantage.

The general layout is bright and pleasing to the eye, while the concise, snappy, but complete, descriptions of the articles presented are extremely creditable. One of the features of the catalog is the manner in which no prices appear except at the end, at which place two pages of a well classified price list is given.

English Firm Seeks American Goods.

In a letter received by Bicycling World and Motorcycle Review from the Tonelyte Mfg. Co., 70 Great Eastern street, London, E. C., the firm states that on account of the European war it is desirous of getting its supply of motorcycles and accessories from the United States and asks this publication to put the firm in touch with the manufacturers in this country. This possibly is an opportunity for foreign trade which is but a forerunner of that which is to come as a direct result of the gigantic trouble on the other side of the "pond."

Harley-Davidson Agents at War

"Nearly all of our agents and employes in England, Scotland and Ireland have enlisted as motorcycle spies in the British army," said William Davidson, superintendent of the Harley-Davidson Motorcycle Co., yesterday. "All of our agencies are at a standstill.

"At the time war was declared, we were preparing to ship a large consignment to the Russian government, which has been trying out our machines. Under present conditions we cannot risk the shipment."

Goodyear Tire & Rubber Dividend

The Goodyear Tire & Rubber Co. has declared the usual quarterly dividend of 1¾ per cent on its preferred stock, payable October 1. The books close September 19.

Webster to Manage Jobbing Dept. Sales

Ralph D. Webster, who has been calling on the trade in the Central States during the past two months for the Miami Cycle & Mfg. Co., has been appointed sales manager of the jobbing department of that company, with headquarters at the factory in Middletown, O. He will in the future give his entire time and attention to the sales of coaster brakes and jobbing wheels, calling on the jobbers east of the Rockies.

Stevens Co. Signs First Miami Contract

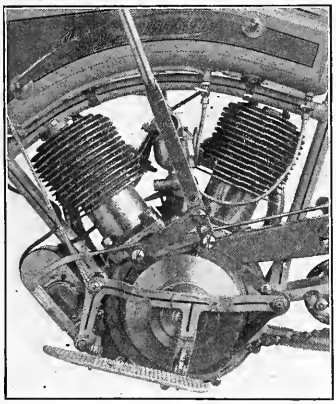
To the R. M. Stevens Co., of Fort Dodge, Ia., belongs the distinction of being the first of the old Racycle agents to sign up for the 1915 models of the Miami Cycle & Mfg. Co. The concern also has taken on the Flying Merkel line of bicycles.

Iver Johnson Clips Motorcycle Prices

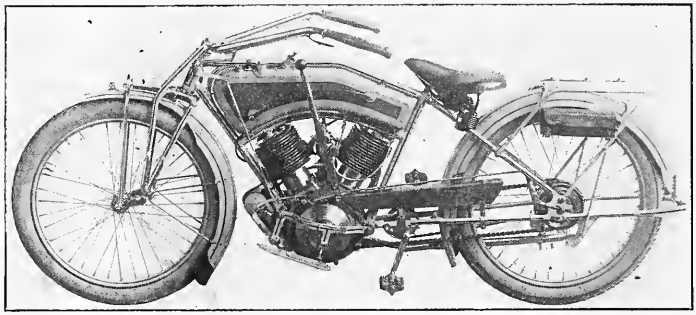
Reduction Reaches as Much as $50 on Belt Model—Two-Speed Gear, Kick Starter, Automatic Oiler the High Spots in Improvements—Weather Proof Models in the Bicycle Line

Again emphasizing the fact that the tendency of the times as regards motorcycles is to give fuller and better equipped machines at considerably reduced prices, comes the announcement from the Iver Johnson factory that despite many and some radical changes in the Iver Johnson line, the prices on all three models which are continued from last year are to be considerably lower and that two new models have been created —two-speeds, of course. The price reduction is not slight. On one model, the smaller single with V-belt drive, it amounts to $50, that model now listing at $150 instead of $200. Both of the other models, the 7-8 horsepower twin and the 4-horsepower chain single, singly geared, now sell for $25 less than last year, listing at $250 and $200 respectively. The new models, which are in every way similar to these save that the two-speed mechanism has been added, sell for $275 and $225 respectively.

These are not the only new features embraced in the Iver Johnson line for 1915, however. Indeed, while the two-speed is an innovation from the Fitchburg factory, equally important is the adoption of a kick starter, mechanical lubrication and a chain guard, all of which are now featured on all models save the belt-driven single. The footboards are of course retained, and in addition a new bracket or platform at the side of the luggage carrier has been provided for the tool bag. The spring frame, which formerly was optional with the two larger models, has been done away with, and in its place a new leaf spring saddle suspension is offered; the spring frame as used previously is still optional with the belt-drive model.



TWO-SPEED AND POWER PLANT



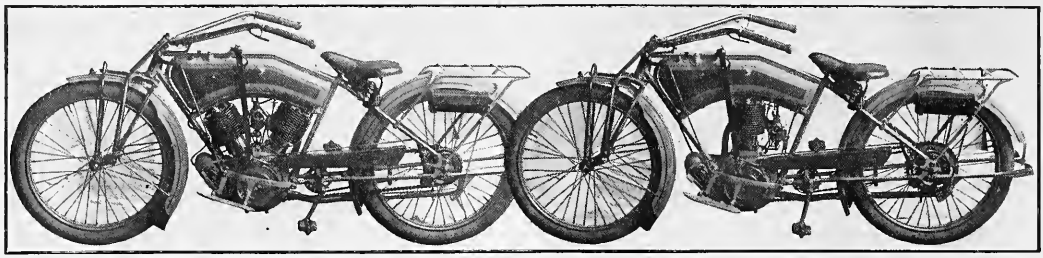
IVER JOHNSON TWO-SPEED TWIN, MODEL 15-7 T. S., PRICE $275

The two-speed gearing is quite unlike anything that has heretofore been used. It is a planetary gearing in which two sets of pinions are used and is placed on the engine shaft just as is the planetary undergearing which always has been a feature on the chain-driven Iver Johnson machines, and takes up very little if any more room. Control is effected by the single side lever; shifting the lever back locks one drum and brings one set of pinions into action, these providing low gear ratio. Shifting the lever forward brings the other set of pinions into play and provides high gear. The braking frictions, one of which is internal and the other external, are of ample surface to do the work intended without heating or wearing unduly. The two-speed device, of course, serves at the same time as a reducing gear and as a clutch, the triple function permitting of quite a reduction both in the weight of the machines and in the complication. All parts run either on ball or roller bearings, the gear teeth are always in mesh and ample provision has been made for effective lubrication of the wearing parts. The sprockets are large, minimizing wear, and all of the strain incidental to the use of the device is taken by the crankcase and not by the more easily strained crankshaft.

The kick starter is beautifully simple. It comprises merely a segment of a gear, to which, of course, is attached the crank, which is brought into a position convenient to the foot when the rider is in the saddle, and a gear which transmits the power to the motor. It is so arranged that when the motor is operating there are no parts of the starter in engagement and consequently there is no occasion for rattle and no tendency for undue wear. Forcing the foot lever down once starts the motor, the lever being returned to the inoperative position by means of a spring.

The automatic oiler is novel in that it is free from valves and their attendant trouble and in that the feed is regulated by the speed of the motor. It will feed either heavy or light oil, so it is claimed, without the necessity of altering the adjustment and regardless of temperature conditions.

The chain guard is made of heavy pressed steel and is rigidly attached to the rear fork stay by means of clamps, eliminating all chance of its working loose. It protects the rider's leg from contact with the chain in a most effective manner. The tool box platform attaches to the left side of the tubular luggage carrier, and substantially supports the leather tool kit in an out of



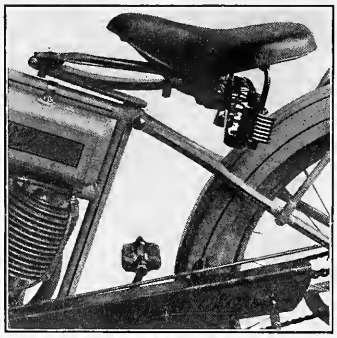
7-8 HORSEPOWER REGULAR TWIN, MODEL 15-7, PRICE $250 4-5 HORSEPOWER "BIG FOUR" SINGLE, MODEL 15-4 C.—$200

the way place, yet where it is very easily reached when need be.

The spring seat post, which is fitted as additional equipment and which lists at $5, comprises a seat mast which carries a flat platform extension to which an extraordinarily long vanadium steel leaf spring is attached at the front end and on which it is free to rock according to the road conditions. The saddle attaches to a steel tubular arm resting over the springs. The absence of complicated parts minimizes any tendency to wear and leaves nothing to get out of repair or adjustment, while bottoming is almost impossible under ordinary road usage.

Considerable that is new marks the 1915 Iver Johnson bicycle line as well. Probably the most important departure from past practice and one which has been advocated by Bicycling World and Motorcycle Review, is the adoption of the all black weather proof finish on three of the new models as optional finish. This, of course, follows closely British practice and is intended to rob the sport of one of its chief drawbacks —the hardship imposed by the tendency of nickel to tarnish and the necessity for constantly polishing the bright work. Also savoring of overseas practice is the inclusion of a Chater Lea hanger as optional equipment in one of the racing models, though at $5 additional cost.

The frames have been changed to the extent that nothing but imported seamless tubing now is used and that a new joint of solid steel is provided for the



IVER JOHNSON SPRING SEAT POST

truss frame. Also new is the practice of fitting Corbin two-speed coaster hubs where called for to any of the models at an additional cost of $7.50. On all of the models an option of fancy or plain tread or non-skids now is given save on the racing wheels. The accessory department also shows a little newness, including a fork truss, attachable to any of the models, a pennant standard, two styles of bicycle stands, a display stand, a drop-forged screw driver, and a combination wrench and screw driver.

As for the line, save for the addition of the racing model with Chater Lea hanger, it has not been increased and comprises three racing models selling at $60, $55 and $50, respectively; a cushion frame and a spring frame roadster, both of which list at $50; a heavy service model priced at $45; a truss bridge roadster at $40; a motorcycle type which sells at $35; a roadster at $30; a ladies' special roadster and a ladies' roadster at $40 and $30, respectively; a boy scout's and a campfire girl's model at $25, and boys' and girls' midget models at $22.50.

Outside of the fact that both the motorcycle and the bicycle lines have been improved, a feature that will interest both rider and dealer alike is the improvement in the Iver Johnson catalogs. Instead of combining all lines in one single catalog, as has heretofore been practiced, this year there is a special bicycle catalog and a special motorcycle catalog, making it a very much simpler matter to find what one is looking for. The catalogs are well arranged and profusely illustrated with both clear-cut wood engravings and with halftones.

Trade Good in Harrisburg, Pa.

Heagy Bros., Harley-Davidson agents for Harrisburg, Pa., and vicinity, report the sale of three machines to the local gas company and one to the electric light company. Notwithstanding the fact that trade has been held back on account of the big railroad strike, they have sold all of their 1914 allotment. One sale was to M. E. Smiley, of 1400 North 6th street, a well-known Harrisburg grocer, who bought a Harley-Davidson outfit to use for "quick delivery" in his business.

Baxter Files Bankruptcy Petition

Unable to meet its financial obligations, the Baxter Sidecar Co., of Boston, Mass., have filed a voluntary petition in bankruptcy, with the result that Judge Olmsted, of the United States Bankruptcy Court, has appointed Alexander Stoneman, William B. Doan and Clarence A. Barnes as receivers. A schedule of the liabilities discloses that the firm owes $22,143 and the assets to meet this are valued at $12,821.

Strogonoff Will Tour to Chicago

A. Strogonoff, the indefatigable Emblem agent, of Schenectady, N. Y., who contests with M. E. Gale for the motorcycle family touring honors, is shown, with his three riding companions, in the illustration on page 9. Like all live agents, the Schenectady dealer will be a visitor to the Chicago show next month, but unlike most of them he will not go in a train. He will take his wife and two youngsters on his social equipped machine and ride from the Empire State to the Windy City.

Champion Co. in Receivers' Hands

The Champion Motor Co., of St. Louis, Mo., manufacturers of Champion motorcycles, after a discouraging attempt to attain a foothold in the motorcycle field, have abandoned the effort and now are in the hands of receivers. The liabilities are given at about $32,000 while the assets are merely nominal.

HENDEE SALESMEN SEE NEW INDIAN MODELS

Dealers from Far and Near Visit Springfield Factory and Inspect 1915 Models —Traveling Force in Annual Sales Convention at Plant

Springfield, Mass., is at present the mecca for those who have to do with the disposition of the product of the Hendee Mfg. Co. In the first place the traveling force of the Hendee company have been called in from the road for their annual sales convention and for an inspection of the new models and in addition to the direct representatives of the company, Indian dealers from all parts of the world are taking advantage of the opportunity to see next year's products.

Prominent among the recent visitors was L. J. Mueller, the Cleveland, O., distributer. When he returned to the "Sixth City" his understudy and chief assistant, E. H. Tracy, came on for his annual visit to the wigwam, bringing with him L. J. Nieschwitz, who keeps the Indian trading post in Canton, O. They arrived Friday and took in a clambake Saturday afternoon given by the Indian Outing Club. After inspecting the plant and new models they left for home Monday.

Among the early arrivals Monday morning were H. E. Tucker and M. E. Metzger, of the Buckeye Motor & Cycle Co., Akron, O. C. W. Risden, of Los Angeles, Cal., the largest Indian dealer on the Hendee roll, came in and spent Sunday at Hendee camp on Lake Sunapee, N. H., as one of a large party of guests who were enjoying the Big Chief's hospitality. B. E. Hunt, of the Williams-Hunt Co., Johannesburg, South Africa, was another Indian dealer who enjoyed a week-end at the "home of rest" before talking business in the factory.

English Army Uses American Machines

American motorcycles and sidecars are being used extensively by the English War Office for recruiting work. The accompanying photograph shows a pair of recruiting officers ready to start out on a booking trip in an Indian sidecar. Instead of waiting for volunteers to come around to headquarters to be enlisted, the recruiting squad goes to residences and places of business and signs up eligible men. Over 100 Indian motorcycles now are actively engaged in military service in Great Britain. This is one of the new uses of the motorcycle which has been taught by the present war. When the German army began its invasion of Belgium, the Belgian government bought outright the entire stocks of machines at the Indian agencies at Brussels, Liege and Antwerp, to the number of 87, which now are doing military service for King Albert's plucky fighters. The Russian, French and German armies also are using the American manufactured machines in their motorcycle corps.

BRITISH ARMY RECRUITERS

Detroiters Object to Curb Pump Order

Robert S. Theissen and Charles J. Rathi, of the Dix Avenue Garage, are well satisfied with their efforts in getting not only the motor car owners of Detroit, but business men and other citizens in all trades, to sign the petition which they have prepared and which is to be presented in due course to the mayor and the common council with reference to the removal of oil and gasolene pumps erected upon sidewalks.

"Up to date we alone have received about 2,000 signatures to the petition here in our place of business," said Robert S. Theissen, "and from the information I have received from other quarters in the city there are now at least 40,000 signatures to the petition. I expect that there will be 100,000 within the next three weeks.

"Thus far nothing has been done by Director of Public Works Fenkel except to notify all owners of curb pumps that they must be removed on or after October 16. I do not think that it will get to that point, but even if our petition has no effect, the matter will be taken to the courts, and if necessary to the Supreme Court.

"Hundreds of business men with whom I have talked about the matter say that it would be a hardship on owners of either pleasure or commercial cars. Furthermore, it would tend to congest even further many streets which already are so congested that traffic is difficult. It would also be an unfair imposition upon many garages which have no facilities to handle a large number of cars. And other places of business which sell gasolene and oil would have to transform their stores or shops. There are probably 150 curb and sidewalk pumps in Detroit."

Following is the petition which is being circulated from the city from the Dix Avenue Garage:

To the Honorable, the Mayor and Common Council of the City of Detroit:

We the undersigned, citizens and taxpayers of the city of Detroit, hereby petition your Honorable Body for relief from the unnecessary hardship threatened to be imposed upon owners of automobiles and the general public by the operation of a certain resolution adopted by your Honorable Body July 28th, 1914, directing Mr. George H. Fenkel, Director of Public Works, to remove all encroachments from our streets, which resolution the said director has construed to contemplate and include the oil and gasolene pumps which certain garage owners have placed in front of their garages.

Whereas, the said Director of Public Works has issued orders that such gasolene and oil pumps be removed on or before October 16th, 1914, we desire to submit the following reasons why the said oil and gasolene pumps should be allowed to remain where they are at present located.

1. Said pumps are no more encroachments than are the light poles of the Public Lighting Commission; the telephone and telegraph poles of the telephone and telegraph companies; the poles carrying trolley wires; or mail box posts and mail boxes; an automobile taking gasolene at one of these pumps is no more an encroachment than is one parked in the same place.

2. The placing of these pumps inside the sidewalks means greater annoyance, inconvenience and danger to pedestrians and users of the sidewalks than does their present positions; because it would mean either that hose pipes would be carried across the sidewalks to the road side, or automobiles would have to cross and recross the sidewalks repeatedly to reach the pumps, if placed inside the sidewalks; and it would mean infinite loss of time to users of automobiles.

Therefore, we respectfully petition your Honorable Body that if the aforesaid resolution of July 28th, 1914, was intended to contemplate and include the aforesaid oil and gasolene pupmps, that your Honorable Body reconsider the said resolution as it touches the said oil and gasolene pumps, and allow them to remain as they are at present located, near to the curbing.

War Claims for Seized Motorcycles.

Americans whose motorcycles were commandeered by military authorities in some of the European countries have begun filing claims with the State Department in Washington. Most of the tourists were given receipts for their machines on a promise that they would be reimbursed. In most cases settlements are not expected before the end of the war, and even then the cash probably will he slow coming.

Dealers to Benefit by New F. A. M. Plan

Chairman Johnson Outlines Advantages to Dealers of Legal Aid Program

When motorcyclists who are your customers get into any sort of trouble—it usually means trouble for you, too. So, any plan that will help motorcyclists when they are in trouble helps you, too—and is good business for you.

Such a plan has been made and is now being urged upon all motorcycle dealers by the Federation of American Motorcyclists, through W. M. Johnson, chairman of the F. A. M. legal action committee, 818 Ashland Block, Chicago, Ill.

The plan is this: In each city let the motorcycle dealers get together and agree upon some reputable and able lawyer who would be willing to look after the legal rights of motorcyclists in their community.

The lawyer is to make no charge for advice when motorcyclists are sent to him.

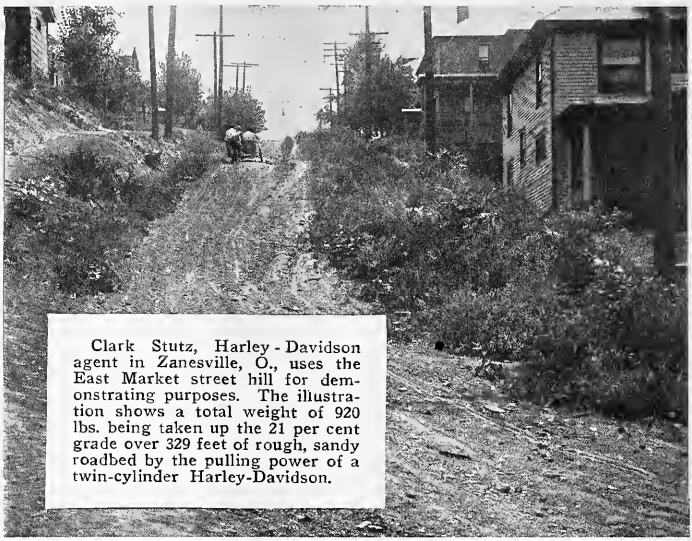
Make an agreement with him as to his rate of charges for his various services. This rate should be very reasonable in view of the fact that he will get all of the motorcycle business. In all cases where he prosecutes a claim for damages for a motorcyclist, it is understood that he will work on a contingent fee basis, taking for his fee an agreed percentage of what is recovered in the action. If he is defending a motorcyclist, fix a reasonable fee in advance, with appropriate manner and time of payment.

In case of dispute between lawyer and motorcyclist, let the dealers' committee settle it, and all parties be bound by this decision.

When this arrangement is in effect and it becomes known that motorcyclists are ready and able to defend their rights, there will be a change in the treatment usually accorded them when in difficulties.

In all cases where a motorcycle is sold on payments, it is the motorcycle which is the dealer's real security for the unpaid balance. Thus, when one of these riders has an accident, and the motorcycle is damaged, the dealer's security is damaged.

In Chicago, the other day, an automobile ran down a motorcyclist. The automobile driver went to the motorcycle dealer and said he was to blame and would settle. Afterward the automobile driver saw a lawyer, who probably said, "Forget it. Don't settle. That motorcyclist isn't going into court and fight you. He hasn't got a lawyer and won't get one. Yon won't have to pay."



Clark Stutz, Harley-Davidson agent in Zanesville, O., uses the East Market street hill for demonstrating purposes. The illustration shows a total weight of 920 lbs. being taken up the 21 per cent grade over 329 feet of rough, sandy roadbed by the pulling power of a twin-cylinder Harley-Davidson.

And then the automobile driver went to the dealer—and did back out. And he stayed backed out until Chairman Johnson, who represents the Chicago motorcyclists, showed him that the motorcyclist did have a lawyer—and a good one.

And right then and there the automobile driver paid.

Service like that is worth a lot to you, Mr. Dealer. It's insurance. And it's worth something to have a bright lawyer who is familiar with motorcycle affairs ready to help your other cash customers when they are in trouble in legal matters.

Now get together, you dealers. Meet right away and get this thing going. If you have a motorcycle club, get some of its officials to meet with you. But, by all means, get together quick. Choose your lawyer, talk it over with him, and make your agreement. Then notify Chairman Johnson at the Chicago address given above, and Chairman Johnson will appoint your man as his official representative in your city.

And, remember this: The dealers who make this recommendation of a lawyer to Chairman Johnson should first be members of the F. A. M. You ought to belong, anyway. If you don't, send $2 to G. B. Gibson, secretary-treasurer, F. A. M., Westboro, Mass. The dues thereafter are only $1 per year.

Riders who take advantage of your lawyer's services must, also, be members of the F. A. M. It's to your advantage to insure the motorcycles you sell by having the riders become members of the F. A. M. And, by the way, the F. A. M. pays $25 reward for the recovery of stolen motorcycles and conviction of the thief.

Now here's a big plan which benefits you and your customers directly. Help put it into operation by getting together with the dealers of your town at once. It's good business for you—and that's what we're all interested in. Choose your lawyer—and send word to W. M. Johnson, 818 Ashland Block, Chicago.

Johnson Retained by Phoenix Club

Harry Johnson, a local attorney, has been retained by the Phoenix Motorcycle Club in the Arizona city of that name for the purpose of defending, at the expense of the organization, any member of it who may be arrested for speeding. The awakened interest in motorcycling in Phoenix has added to the prosperity of the club, with the result that new and more commodious quarters have been obtained within a block of the city's center of activity.

Tire Situation Readjusts Itself

Tire prices have practically returned to the figures which existed before the European war. The last to make reductions were Goodrich, Diamond, Republic, United States and Fisk. These are maintaining the advanced list prices promulgated at the outbreak of the conflict but have returned to their former dealers' prices. Fisk advanced 15 per cent, the others 12½.

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NEW YORK, SEPTEMBER 22, 1914

THOUGHTLESSNESS AND ITS EFFECTS

Frequently complaint is made that there is little esprit de corps among motorcyclists and that the rider who has trouble on the road must, unless he is traveling with others, depend on his own resources to be able to resume his journey. While there is some truth in this complaint there is, too, a reason why the stranger does not always offer his services. There are, of course, a large number of riders who have helped others on the road by the donation of a small part which was badly needed and sometimes the recipient of the favor has offered to reimburse the donor, but often the service has been taken as a matter of course—and there is where the mistake is made.

It may be that the needed part is an insignificant thing, the matter of a few cents only, but when it is offered a sense of courtesy should suggest to the recipient that he signify his willingness to pay for it, unless he feels sure that the stranger would resent the offer.

A few days ago a touring rider stopped at sight of a stalled machine; its owner was toiling with a broken chain, lack of a repair link making the task a difficult one. The tourist dipped down in his own repair kit and produced the needed part, which was gratefully received, but the rider of the stalled machine never mentioned the little matter of payment. It was a trifle, of course, but why should one be required to pay 15 cents for the privilege of helping out a motorcyclist whom he had never before seen?

Such acts of thoughtlessness, for doubtless it is nothing but lack of thought, should be avoided for the sake of the good fellowship which should exist among all motorcyclists. A spark plug, belt hook, chain link, or anything else that has been borrowed, should be either returned or replaced when opportunity offers, or should be paid for on the spot. That is the only way to do, and when riders feel that their courtesy will not be imposed on, the tie which should exist between those who find their pleasure in the power-driven two-wheelers will be strengthened and all will be benefitted by the new condition that prevails.

NEGLECT WHICH MAY PROVE COSTLY

For some reason which is not easily determined this is the time of year when the pernicious activities of motorcycle thieves are most in evidence. From all parts of the country come reports of machines stolen and seldom is there news of the recovery of the property. On the face of it this is a serious matter and it requires only a second's thought to show that dealers as much as riders are concerned in the subject.

Motorcycles offer an especially attractive field of endeavor for those who practise the art of acquisition without indulging in the formalities of purchase. They are quickly and easily taken and offer in themselves the means of making a quick "getaway." It needs but a minute to start the machine and then it takes a motorcycle to catch a motorcycle, and a machine for the pursuit usually is not at hand. True, if the thief is caught the penalty is severe and often takes the form of a penitentiary sentence, but the suppression of the evil lies not in the cure but in the prevention of thefts.

Lock your motorcycles when you leave them unattended. There are many excellent devices on the market the use of which will guarantee you the possession of your machines and discourage the attempts of passing thieves. Those dealers who sell on time payments and hold title to the property until it is paid for should insist on their patrons safeguarding their interests when such simple means are at hand. The discouragement of motorcycle thievery lies in the prevention, not in the cure which the courts will attempt to effect. A word to the wise is sufficient and he who fails to care for his own has but himself to blame.

SEIZE THE OPPORTUNITY NOW

This is the time of the year when show windows can be used to greatest advantage. A clean, bright window containing an attractive display will suggest to many the thought of motorcycling, and with minds turned in that direction the non-riding public will be more ready for and susceptible to the persuasions of live salesmen. Don't miss the opportunity.

Looking Forward ~ Coming Events

September 22-25, Louisville, Ky.—Endurance run for 670 miles, promoted by the Motorcycle Club of Louisville.

September 26, Pittsburgh, Pa.—Professional motorcycle races at Schenley Oval, under auspices of Pittsburgh Motorcycle Club.

September 26, New York City—Dinner to Will R. Pitman by the New York State Division of the F. A. M. .

September 26, Norwich, Conn.—Motorcycle races at the fair grounds.

September 27, New York City—Tri-State century under the auspices of the New Jersey State Division of the Century Road Club of America.

September 27, Bay City, Mich.—A 50-mile motorcycle race and bicycle races on half-mile dirt track, under the auspices of the motorcycle club of that city.

September 27, Bakersfield, Cal.—Motorcycle meet under the management of the Bakersfield Motorcycle Club.

September 27, St. Louis, Mo.—Club road race of the St. Louis Cycling Club.

September 27, Wilmington, Del.—Sealed time endurance run to Dover, Del., and return.

September 28-October 10, Birmingham, Ala.—Series of races in connection with the Alabama State Fair.

October 2-4, Cleveland, O.—Third annual endurance run from Cleveland-Columbus-Cincinnati to Toledo under the auspices of the Ohio division of the F. A. M. for a distance of 657 miles.

October 4, San Francisco, Cal.—Pacific coast bicycle championships for 1, 3 and 5 miles, at the stadium, under the auspices of the C. A. C. C.

October 4, Milwaukee, Wis.—A 100-mile motorcycle race at the State Fair Grounds.

October 4, Providence, R. I.—Eleventh annual Triangle Run under the auspices of Providence Motorcycle Club.

October 4, Brooklyn, N. Y.—Annual fall endurance run on Long Island for 200 miles by the Bay Ridge Motorcycle Club of Brooklyn.

October 4, Buffalo, N. Y.—Endurance run for motorcycles to Westfield and return, a distance of 303.6 miles, under the auspices of the Buffalo Motorcycle Club.

October 10-11, Chicago, Ill.—Fifth annual endurance run of the North Shore Motorcycling Club from Chicago to Kokomo, Ind., and return.

October 12-17, Chicago, Ill.—Third annual motorcycle, bicycle and accessory show in the First Regiment Armory.

October 14, Chicago, Ill.—Quarterly meeting of the Manufacturers' Association at 10 A. M. in the New Southern Hotel.

November 3-7, San Angelo, Tex.—Series of motorcycle races in connection with the Fall Fair, under the auspices of the motorcycle club of that city.

November 7 and 8, Phoenix, Ariz.—Second annual Coast—Phoenix road race for 470 miles, staged under the auspices of the motorcycle club of Phoenix in cooperation with the Arizona State Fair Commission and the San Diego Motorcycle Club.

November 26, Stamford, Tex.—Motorcycle race at 100 miles.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

North Shore Club to Hold Run

The North Shore Motorcycling Club, of Chicago, Ill., will hold its fifth annual endurance run, Saturday and Sunday, October 10 and 11, before the opening of the Motorcycle Show, to Kokomo, Ind., and return.

Factory teams and private owners can compete for North Shore Motorcycle Club trophies, and gold medals will be given to those making perfect scores. Entry blanks will be ready in a few days and can be obtained from B. M. Blankenheim, Sheridan road, corner Evanston avenue and Halstead street.

Saucer Proposed for Omaha Fans

Announcement has been made that a site has been secured in Omaha, Neb., for the erection of either a three or four-lap-to-the-mile, 22-foot saucer track, and $15,000 has been subscribed for the erection of the stands and completion of the motordrome.

It will take a few weeks to complete the track and when it is ready for the opening a rider will be imported who will give an exhibition for the newspaper and others interested.

Eight acres of land have been leased, but the location is being kept a secret until final negotiations are definitely completed.

One of the best features of the new motordrome will be the fact that the spectators' seats will be arranged within the saucer, where there is little danger in event of a spill.

Cycling Races in Bay City on 27th

The Bay City Motorcycle Club of that city in Michigan, is planning to hold a 50-mile motorcycle race, together with several other events, including bicycle races. The racemeet will take place on the 27th inst. on the half-mile track of Bay City and $200 will be distributed among the winners in cash prizes.

Spokane Riders Will Tour to Fair

That a large number of Spokane motorcyclists are preparing to ride from Spokane to San Francisco to attend the world's fair in that city, is the announcement of Charles Lair, manager of the Inland Motorcycle Co., agent for the Excelsior and Henderson machines.

The road over the Snoqualmie Pass in the Cascade Mountains will be finished early in February and this is the route that will be taken over the mountains and on into Tacoma and Seattle.

Bahnsen President of St. Louis Club.

New officials were chosen by the Independent Motorcycle Association, 311 North Jefferson avenue, St. Louis, for 1914. Tim Bahnsen holds down the president's chair and Joseph Ruessing, Jr., is vice-president. R. E. Wrinkler, of the Curtis Mfg. Co., takes care of the correspondence, while C. G. Van Horn is treasurer.

With the Pedal Pushers on the Saucers

Kelsey, Grinding N. C. A. Axe, Intends Readjustment

The N. C. A. has ground its axe, and at the termination of the present racing season a number of prominent amateurs will have their heads lopped off and in the future years will be known as professionals—what they have been in fact all the time, but they masqueraded as amateurs. Among those who will enter their proper class will be Harry Kaiser, the American champion; Donald MacDougall, the old champion; Ernest Ohrt and Willie Hanley, the San Francisco riders; Tim Sullivan, the champion of New Haven; Fred Herbert, who hails from Fall River; Gus Wohlrab. the Jersey City baker boy; Fred Weber, Fred Taylor, Eddie Madden, Walter Schlee, Tommy Smith, and one or two more Newark "pures." Whether the wrath of the N. C. A. will be felt among the Buffalo and Boston alleged amateurs is not known, but there is plenty of good material for said axe, and the riders in the two cities will no douht be on the anxious seat for some little time.

Goullet at Last Gets Kramer's Scalp

At the Newark Velodrome, on the 20th inst., Alf Goullet attained the goal he has been striving for for several years when he led Kramer home in two out of the three heats of one mile each in a match race. This is only the second time that the American rider has taken the dust of another rider in this event.

Kramer took the first heat by riding around his rival in the last eighth. But he faded in the last two, the time being slow.

The summary:

One-mile match race, best two out of three heats. First heat—Won by Kramer. Time, 3:23. Second heat—Won by Goullet. Time, 3:27⅘. Third heat—Won hy Goullet. Time, 3:32.

Fifteen-mile match tandem-paced race—Won by O. Egg; second, J. Moran; third, J. Fogler. Time, 28:31.

Three-mile open amateur race—Won by D. MacDougall; second, T. Smith; third, F. Taylor. Time, 6:18.

Half-mile open professional race—Won by A. Grenda; second, I. Lawson; third, R. Spears. Time, 0:55⅗.

Two-mile invitation professional race—Won by C. Piercy; second, E. Jokus; third, J. Kopsky. Time, 3:31⅕.

One-mile novice race—Won by W. Fredericks; second, W. Nolan. Time, 4:51⅗.

Quarter-mile handicap, amateur—Won by J. Kaufman (30 yards); second, T. Smith (10 yards); third, W. Hanley (10 yards). Time, 0:28⅕.

Walthour Takes 50-Mile Event

Bobby Walthour took the 50-mile motor-paced race at the Brighton Beach motordrome on the 20th inst. Wiley and Madonna gave him a fight and made brilliant spurts towards the finish. They

OSCAR EGG

could not cut down the lead which Walthour had obtained early in the race, and followed him home.

Arthur Chapple made an unsuccessful attempt to lower the track record for the mile, doing 39⅗ seconds. The summary:

Two-thirds mile open—Won by G. Wohlrab; second, A. Lake; third, A. Dawson. Time, 1:37⅗.

One-mile novice—Won by A. Sheldon; second, C. Keller. Time, 2:31⅕.

Five-mile amateur handicap—Won by C. Fontano (380 yards); second, W. Napier (440 yards); third, T. Bello (scratch). Time, 10:16⅘.

Fifty-mile motor-paced—Won by R. Walthour; second, V. Madonna; third, G. Wiley. Time, 1:02:09⅗.

Six-mile motorcycle handicap — Won by J. Ungerland (2 laps); second, B. Sayer (1 lap); third, A. Chapple (scratch). Time, 4:11⅗.

Two-mile match race—Won by B. Sayer; second, P. Cronin.

Bailey Wins Match by a Scant Margin

Bill Bailey, wearing the colors of England, took the honors, for the first time in this country, in the four-cornered professional at the Newark Velodrome on the 17th inst. His nearest rival was Moretti, who showed the way home in the final heat at one mile by a scant two feet, Bailey winning on points, 9 to 8. Joe Fogler captured the laurels in the three-mile handicap professional, leading Bedell by a length, who finished in front of Ryan.

In the one-mile tandem professional Kramer and Goullet were faster than Grenda and Walker. In the second heat of this race Alfred was too sick to go on the track, and Cavanaugh and Hill were substituted. They did not have any better success, however, and lost by a length.

Half-mile handicap, professional—Won by J. Schlee, 90 yards; second, C. Piercy, 75 yards; third, A. Triebel, 70 yards. Time, 0:51⅘.

Two-thirds mile handicap, amateur—Won by F. Weber, 30 yards; second, V. Hansen, 110 yards; third, J. Kaufman, 60 yards. Time, 1:15⅗.

Four-cornered match, professional; two-men heats; half-mile. First—Won by C. Moretti; second, R. Spears. Time, 2:12. Second—Won by B. Bailey; second, A. Clark. Time, 1:33⅗. Third—Won by Spears; second, Clark. Time, 2:03⅗. Fourth—Won by Bailey; second, Moretti; third, Spears. Time, 3:13⅗. Score: Bailey, 9 points; Moretti, 8 points; Spears, 7 points.

One-mile tandem match, professional—First heat—Won by F. Kramer and A. Goullet; second, A. Grenda and G. Walker. Time, 2:09. Second heat—Won by Kramer and Goullet; second, Cavanagh and Hill (substituted for Grenda and Walker). Time, 2:01⅘.

Miss and Out, amateur—Won by W. Hanley; second, T. Grimm; third, W. White. Time, 8:08⅗. Distance, 3½ miles.

Three-mile invitation handicap, professional—Won by J. Fogler, 30 yards; second, J. Bedell, 120 yards; third, M. Ryan, 130 yards. Time, 5:57.

"WHEEL ABOUT THE HUB" IN THE GROVE OF PLEASANT MEMORIES, 1910

(1) DR. KENDALL, CAPTAIN BOSTON BICYCLE CLUB. (2) ABBOT BASSETT, SECRETARY OF THE L. A. W. (3) FRANK WESTON. (4) GEORGE B. WOODWARD. (5) C. W. REED. (6) "HAPPY DAYS" PITMAN

Captain Kendall Again Leads the "Wheel About the Hub"

With the sounding of the bugle at 10:30 o'clock on the morning of the 11th inst., Captain W. G. Kendall, followed by six other bicyclists and 25 other members of the Boston Bicycle Club, started on the 25th annual "Wheel About the Hub." This annual event has become the classic among cyclists, the date of the original ride being September 11th and 12th, 1879. After 13 years, on September 16th and 17th, 1892, the second ride was made, although only three of those who rode in the first run participated. Since 1892, the "Wheel About the Hub" has become an annual affair and has been continued without a break up to the present.

This year's run is the 465th called run of the club, which is the oldest bicycle organization of its kind in the country, and is the 25th repetition of the first over-night bicycle ride held in America. Of those who went on the resumption run in 1892, there were five present this year, namely, Captain W. G. Kendall, A. Nickerson, W. W. Stall, Will R. Pitman and T. Rothe.

This was also the 23rd time that Captain Kendall has been at the head of the run, and it is the 26th year that he has acted in the capacity of captain for the pioneer club for cyclists. Although nobody is now left who took part in the first ride in 1879, "Happy Days" Pitman holds the record of having made the remaining 24 runs. For 21 years Pitman made the trip on his wheel, but owing to an operation which he had three years ago, it has been necessary for the old veteran cyclist to join the larger number of those who, owing to increasing years, had been compelled to forego the pleasure of making the ride on their old mounts.

The 30-mile route which the "old timers" took the other day was across to Jamaica Pond and to the Brook Farm in West Roxbury. This was the first resting spot, taking the place of the old "Grove of Happy Memories," which has now been cut down and turned into house lots. Secretary Bassett acted as guide and took the tourists over the farm, pointing out the several places of interest.

From there the wheelmen strolled over to the famous old pine grove, where Hillingsworth, Zenobia, Priscilla and Miles Coverdale once walked and where revels were held. And then all hands went to old Pulpit Rock, where John Eliot used to preach to the Indians, and about which two centuries after Brook farmers gathered for service on Sundays. As in the past, the old cyclists insisted on Bassett getting up into the pulpit and speaking, while the rest, like the Indians in days gone by, stood listening below.

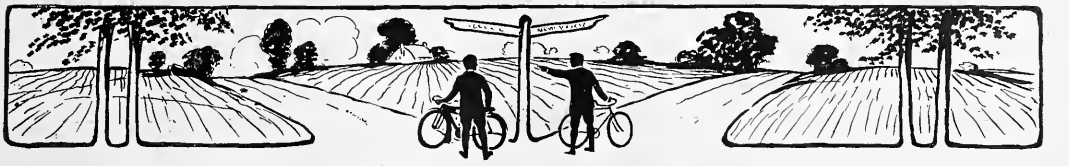
Remounting, the tourists sped away to Fairbanks House, where they were met by A. Benson with a generous supply of Bartlett pears, which went right to the spot. Cobb's Tavern was reached in time for luncheon. This place, which has always been a place of pleasant memories now has been given an additional charm by dedicating the apple orchard to their uses. Joe Henry, the old-time food producer, was on hand with his well laden table of good things.

From there the riders followed the beautiful Willow Road to Mansfield and the Tavern. Here, as has been the custom for the last few years, the cyclists put up for the night. The Tudor Farm, formerly the stopping place, was burned down, and the change which has been made to Mansfield has proven so thoroughly satisfactory that it now seems likely that the stop there will be a permanent part of the program.

The banquet which is usually held on the evening of the first stop, was again a great feature. President Kilby presided as usual and acted as general toast giver and fun maker, while Abbot Bassett read several verses which met with popular approval. Other speakers were Will R. Pitman, Dr. Kendall, C. Reed. A. Nickerson, G. B. Woodman, G. L. Cook, C. J. Obermayer and W. H. Hale.

That night the party, tired and happy, slept the sleep of the just, and at five o'clock were awakened as was the custom in the past by Joe Henry, who served them with a concoction of rum and milk, and then let them all take another forty winks.

Getting an early start for the return trip, the first stop was made at Cobb's Tavern, another one at Tom Jones', and then a run via South Braintree and Hingham to Nantasket. The annual dinner was held at Villa Napoli, Nantasket, and one fine dinner it was.



After the dinner, the party began to break up. On the whole it was a delightful tour, notwithstanding the fact that the roads were in very poor shape.

1914 WHEEL ABOUT THE HUB

THE 465th CALLED RUN OF THE BOSTON BICYCLE CLUB

SCHEDULE FOR THE FIRST DAY FRIDAY 11th SEPTEMBER

Arrive	Miles	Place	Leave
		Warren St and Walnut Ave. Roxbury	9.30
10.30	7.2	Brook Farm, West Roxbury.	11.30
12.	4.	Fairbank's House	12.15
1.15	9.1	Cobbs Tavern, Luncheon	2.45
5.	11	The Tavern Mansfield	Dine and Sleep
	31.3		

Although the run lacked some of the picturesqueness of the first run, when the club members wore uniforms of gray flannel shirts and "bedford cord" trousers, it was evident that time had not even begun to dim the old spirit of the cyclists and their feeling of comradery.

Those who went were President Q. Kilby, Capt. W. G. Kendall, Secretary-Treasurer A. Nickerson, A. Bassett, for many years secretary of the L. A. W.; W. Edmands, J. R. Greene, F. D. Irish, E. F. Kelly, C. H. Kendall, T. Rothe, C. C. Ryder, F. J. Stark, R. B. Harris, T. H. Hall, W. P. Stevens, J. W. Swan, F. P. Sibley, G. R. Coan.

From New York came C. A. Obermayer, W. M. Frisbee, W. H. Hale, J. S. Kelly, Will R. Pitman, A. P. Benson, G. B. Woodward, E. C. Bennett, W. M. Meserole.

A. F. Wyman of New Bedford, A. G. Fisher of New Haven, G. L. Cook and T. P. Hynes of Providence were in the party. Mr. Cook rode his wheel from Providence to Boston Thursday.

C. W. Reed was in England this year and could not attend.

1914 WHEEL ABOUT THE HUB

THE 465th CALLED RUN of THE BOSTON BICYCLE CLUB

SCHEDULE FOR THE SECOND DAY. SATURDAY 12th SEPTEMBER

Arrive	Miles	Place.	Leave.
		The Tavern, Mansfield	9.30
10.30	10.	Cobbs Tavern	11.30
12.15	6.8	Tom Jones, Crackers, Cheese and Beer	1.30
2.15	5.	South Braintree	2.45
3.45	8.	Hingham G.R. Station	4
4.45	2.3	Ville Napoli, Nantasket	Dine
	32.1		

SCHEDULE FOR THE THIRD DAY, SUNDAY 13th SEPTEMBER.

From sleeping place home according to individual convenience.

Belden got as far as Worcester, Mass., making the tour to Boston in an automobile, but had to return home because of sickness in his family.

De Vries Vindicated by St. Louis Club

As a result of a petition signed by 13 members of the Missouri Cycling Club, recommending the suspension of Harry De Vries from the organization for 90 days for riding "unattached" in several races in that part of the country, a hearing on the charges was held at a regular meeting of the club and resulted in the vindication of the accused. De Vries in answer to the charges explained that on one occasion, prior to a road race to be held in Forest Park, he, as captain of the club's racing squad, asked several members of the club to report on the road for the purpose of training with him. They failed to do so, and when asked for an explanation replied in such a manner as to convince him they did not care to ride with him.

De Vries, hurt by the apparent affront, and misunderstanding the attitude of his club mates, as a matter of courtesy to them did not enter the race as a representative of the club, but filled out the blank as an individual. Mutual explanations later were made and it was found that all the riders concerned were laboring under a mistake and had made a mountain out of a mole hill. The action of the club in dismissing the charges closed the incident.

Missourians Hold Closed Club Meet

The Missouri Cycling Club held its first annual bicycle derby Sunday, September 13th, all events being closed to members, and a good racing program resulted.

The first event, a coasting contest, was staged on Solomon's Hill on the Manchester Road, and was won by Harry De Vries. De Vries displayed his skill at the coasting game by outdistancing his rivals by a large margin. The prize in this event was awarded to the contestant coasting the greatest distance from a tape stretched across the road at the top of the hill.

The half-mile handicap sprint race was held on the straightaway stretch on the Manchester Road immediately due west of the town of Ballwin. Curtis Long, one of the youngest members of the club, captured first honors in this event, nosing out Harry De Vries, a scratch man, by a very close margin. The riders crossed the tape very closely bunched, which afforded much excitement for the spectators assembled at the finishing tape.

The hill climbing contest was held on the steep upgrade leading from the waterworks on the Missouri River at Mona to the Olive Street Road, a distance of 4/10ths of a mile. This hill is known to "bike" riders as the "Young Mountain" of St. Louis county. The prize in this event went to the rider negotiating the grind in the best time. Curtis Long, riding a 51 gear, made the best time and captured first prize.

The summaries:

Coasting match—H. De Vries, C. W. Fornes, Curtis Long, A. W. Gilhen, L. W. Brown and Willie Roberts finished in the order named.

One-half mile handicap sprint race—Won by Curtis Long, 25 yards; second, Harry De Vries, scratch; third, A. W. Gilhen, 25 yards; fourth, Willie Roberts, 25 yards; fifth, L. W. Brown, 35 yards; sixth, E. S. Brown, scratch.

Hill Climb— Distance, 4/10ths Mile

Place	Rider	Time
1	Curtis Long	2:05⅕
2	Harry De Vries	2:10⅕
3	Willie Roberts	2:22⅗
4	A. W. Gilhen	2:28⅕
5	P. H. Hangge	2:31⅘
6	L. W. Brown	3:56⅕

Bicycle Club Formed in Newark.

The Arrow Cycle Club was organized last week at the club's headquarters, 182 Badger avenue, near Clinton avenue, Newark, N. J., with the enrollment of 32 members. The following officers were elected: Howard A. Thatcher, president; Edward Bowers, vice-president and secretary; David Nester, treasurer; Robert E. Lee, Jr., director of races. The club will be open to receive charter members on any Thursday evening until 30th inst.

The Petaluma Motorcycle Club, of that California town, is headed by the following officers: Julius Madsen, president; H. McNulty, vice-president; A. M. Goodwin, secretary; M. Petrazzini, treasurer.

Following the Dealer's Movements

The Indian Motorcycle Club of Ft. Wayne, Ind., will stage another endurance run in the near future. As yet the destination has not been decided upon.

H. S. Buttermore has opened an Indian repair-shop at 27 North Arch street, Alliance, O. He is making a specialty of sidecar sales.

S. C. Hamilton, Harley-Davidson distributer at Pittsburgh, Pa., has appointed several sub-agents. These are Fred Johnson, McKeesport; Harley-Davidson Sales Co., Frank Dean, manager, Homestead; D. R. Spahr at Tarentum, and H. A. Ripple at Turtle Creek.

The Penn Motor Supply Co., Pittsburgh, Pa., Dayton distributers for Western Pennsylvania, reports a good fall trade. The company has recently appointed the following agents: F. J. Hartwig, at Mt. Pleasant; Charles Rolason, at Altoona, and the Nathaniel Cycle Co., at Allegheny, Pa.

Robert Immel, of Immel Bros., Henderson agents at Pittsburgh, accompanied by Joe Kuntz, has just returned from the Henderson factory. They made the whole distance on their machines without any trouble on the road.

J. McL. Seabrook has been appointed manager of the Howard French store at Washington, D. C.

Helmick & Martin, Walnut and 3rd streets, Canton, O., who formerly handled the Thor machine in that place, has retired from the selling field. In the future they intend to devote their entire time to repair work.

Heinz Motor Co., Harley-Davidson distributers for Baltimore and vicinity, started a new motorcycle row in that city when they opened their store at 611 West North avenue. Now the Randall Mfg. Co., the new Thor agents for Baltimore, have opened a branch store in the same neighborhood.

The Tiemeyer Motor & Supply Co., Baltimore, Md., has decided to become an exclusive agency and will devote its energies solely to Pope machines. The concern formerly handled also the Jefferson.

Harry and Nat Feldstern have taken the Excelsior agency for Harrisburg, Pa., and vicinity. They report a very prosperous season to date. They also state that they have disposed of a large number of Haverford machines.

John G. Ledyard, Merkel agent for South Jersey with headquarters at Camden, N. J., has appointed the following

COVER DESIGN OF THE 1915 CATALOG ISSUED BY THE MIAMI CYCLE & MFG. CO.

Redmond Auto Agency, at 3rd and Boyd, Harrisburg, Pa., has been appointed an agent for the Flying Merkel for Harrisburg and vicinity.

The Bailey-Drake Co., 604 Mission street, Atlas Building, San Francisco, Cal., has been appointed factory representative by the Hawthorne Mfg. Co. for the "Old Sol" line for the Pacific Coast, heretofore so ably represented by L. B. Stevens, of Los Angeles.

E. J. Pennefeather, of Kenosha, Wis., has been given the agency of the Hudson bicycle by the Miami company of Middletown, O.

Frank Shore, distributer for Mohawk tires at Washington, D. C., has taken the Harley-Davidson agency for the District of Columbia and has opened up a first-class shop at 1211 New York avenue. John Berryman, who formerly handled the agency, expects to devote his time to the selling of second-hand machines.

agents in his territory: N. Ciabatoni, in Woodbine; M. Haring, in Woodbury; J. L. Lippincott, in Riverton; F. H. Gibson, in Bridgton, and Cox & Sons, in West Creek.

A. G. Schmidt, of the Motorcycle Exchange, Indian dealers at Pittsburgh, Pa., and surrounding territory, reports that they have appointed the following subagents: Thomas Tanber, McKeesport; P. S. Coulter, at Homestead; Otto Motorcycle Equipment Co., at Allegheny; Cunningham & Pavitt, at Tarentum; V. L. Hamlin, at Carnegie, and C. M. Ellis, at Coreopolis.

The West End Electric and Cycle Co., at Green and McClay streets, Harrisburg, Pa., has taken on the Henderson. This will be in addition to the Indian which the concern now handles.

Today's Riders Find Tomorrow's Customers

Toledo Dealer Says Enthusiastic Riders are His Best Salesmen and Directs His Efforts Toward Pleasing His Patrons—Considers Customers as Valuable Business Assets

Entering the door of the Oberwegner Motor Co., of Toledo, O., the attention of the visitor is attracted to a large board on which is painted in legible letters a list of names. Above this list is the caption, "Satisfied Riders of Excelsior Motorcycles," and under the caption there were the names of 52 corporations and prominent individuals in Toledo who have bought these machines and who were so well satisfied with their purchases that the proprietor of the agency conspicuously advertised them as references.

It is an advertising idea that possesses a mint of merit. It can't fail to impress the prospective customer with the fact that any statement which may be made by a salesman is easily verified by questioning a purchaser, and the list of purchasers, sufficiently complete for the purpose of verification, is furnished in a manner that permits of "doubting Thomases" making their own selections of who to see.

And this list serves another purpose than merely offering the names of satisfied patrons: It is in itself a pretty substantial guarantee of merit. When big corporations, such as gas, telephone and electric light companies, large distributing concerns, like ice and milk companies, purchase and use a certain brand or make of merchandise or machinery, it is pretty fair evidence of merit possessed by the article bought. "Soulless" corporations are about as much given to philauthropy as their purchasing agents are prone to make mistakes, and when public utilities and private interests buy the same make of goods "there's a reason," and he who runs may read.

A Well Laid Out Establishment

A. R. Oberwegner is the head and shoulders of the concern which bears his name. The agency is located in 813 Jefferson avenue, an active, busy thoroughfare, where the setting of the sun seems not to act as much of a detriment to business, for the street at night has the same active crowds that pass to and fro during the daytime. To the left of the doorway as one enters the store a line of well-filled show cases extends from near the front to a point about 25 feet from the door. A large part of the floor space is occupied by motorcycles, and in a shadow box, on an easel, is contained the parts of the Excelsior motorcycle, where they can be explained to those who possess mechanical minds. A balcony gives room for the office and clerical help and near the rear a stairway leads to a well-equipped repair-shop where electric motors furnish power for the machinery. The layout of the whole suggests at once system and its ever present companion, "efficiency."

"How's business?" asked a representative of Bicycling World and Motorcycle Review as he shook hands with the proprietor, who met him as he entered the door—it's one of Oberwegner's rules that immediate attention be given everyone who comes in.

"Business always can be better, but it never seems to be bad with us," was the response. "There is a pretty steady demand for Excelsior motorcycles in this vicinity and if it does let up once in a while we experience an accessory call that keeps us jumping right along. All in all we have had a very successful season and anticipate doing a lot more business before the snow falls."

Covers a Large Territory

"And then—" queried the interviewer.

"Then we'll keep right on with business just as though it was the good old summer time. You see, we cover 22 counties in the states of Ohio and Michigan and we have many customers who are pretty loyal to this company; we have, too, our sub-agents and through these people we do a brisk jobbing business in accessories. That is a part of our winter months' occupation. Then, as a result of sending our catalogs all over the United States we have developed a large and constantly increasing mail order business which keeps us going right up to the limit of our capacity.

STALLED !

"I think, too, you would be surprised at the number of motorcycles we sell during the winter. Many riders who want a machine for the very beginning of the riding season place their orders during the winter so that they will not be held up when the spring rush is on, and we encourage them in this by explaining that no matter how well we may be fixed to handle the demand there is a limit to the daily capacity of the factory and when the stock on hand is exhausted we and all other dealers must wait our turn to have our orders filled, and that necessitates a delay in making deliveries.

How the Winter Months Are Used

"This is as reasonable as it is true and riders here are coming to realize more and more that the only way to insure delivery when the machine is wanted is by ordering sufficiently in advance of that time to make certain the factory can supply the demand. We do a lot of overhauling for owners who take time by the forelock and have their work done when weather conditions prevent them from using their machines, and we sell about all the second-hand machines we have in stock before the season opens. All in all the winter is a busy time for us, and though our principle income is derived from the sales of new machines we manage to pick up several dollars through our other activities."

"How much of a force do you employ?"

"Well, let's see," answered Oberwegner, while a quizzical smile broke into light. "Do you mean how many on the payroll?"

"As a starter that will do; how many

get their little envelopes every once in a while?"

"Well, we have one city salesman, a stenographer, bookkeeper, shipping clerk and errand boy. And I take a bit myself," he added. Then we have five repair men, sometimes less, according to the season and the demand for that sort of work. But we have another force, a bigger, better force than any we can employ. In fact, it's this auxiliary force which makes necessary the employment of the people just mentioned."

"You mean riders?"

"Yes. The satisfied rider is the best and most important asset a dealer can have. But it is not sufficient that he should merely be satisfied with his mount; he must be satisfied with the man who sold the machine to him and the factory behind the man. Our whole policy here is directed toward the comfort and the satisfaction of the riders of today. Instead of telling prospective customers what we will do in the matter of service we tell them what we have done and are doing every day for those who ride our machines.

"Though we advertise in the local papers we look for our new sales to come through the efforts of our present riders. It is the riders of today who introduce us to the riders of tomorrow. It is the enthusiastic motorcyclist who induces his friends and acquaintances to join him in his pleasures, and he is the man we cater to.

"Now if men who ride Excelsiors proclaim the merits of their machines and in the same breath warn their hearers to keep away from us, some of the prospects will not buy Excelsior motorcycles and others of them will find a way to get the machines from some other agency. When we receive a man's money we consider the deal has only begun, not by any means finished, and we intend not only that he shall be satisfied with the machine but that also he will be satisfied with the firm from which he bought it. All that comes under our definition of service.

Where the Repair Shop Loses

"Of course, we can't get something for nothing; we don't expect to, and we pay for this reputation by doing a lot of things for riders which are an expense to us. We don't get a profit, in dollars and cents, from the repair department, and yet that department pays. One reason why the department shows on the wrong side of the ledger is that it is not credited for its time in uncrating and setting up machines. And yet we run that branch of the business on a strictly up-to-date method. In the large, all-daylight shop, everything is systematized and it is an inflexible rule that none but employes can enter it.

"A customer's motorcycle that goes into the shop for repairs represents a job which must be paid for; if the machine can be fixed outside of the shop the repair work is gratis; charged up to service, which is advertising. We repair and overhaul every used machine that we take in trade, and we sell at a figure that covers the allowance and cost of labor, but we guarantee them just as we guarantee a new machine. We even fix up the tires and put a new tire on the rear wheel. All with thought of securing satisfaction for the customer. If the old tire on the front wheel does not give satisfaction we make an adjustment just as the tire manufacturers do and again charge it up to service. You see, service is our slogan through everything, and we find it pays," he said with a seriousness that was convincing.

"What are your instalment rates?"

"We get $175 or $150, according to the price of the machine, and the balance at $5 a week. We hold a chattel mortgage on the machine and take notes. On used machines we get one-half down and the balance on the same basis as for new ones. On deals involving $75 or less we take cash in full at time of delivery."

Accessories Yield Good Income

"You say you make a good profit on the accessory business, is that true of every branch of it?" asked the visitor.

"On everything excepting gasolene, if you want to include that with accessories. Equipment and clothing yield a fair margin of profit, which, when the volume of business is large, produces a good income. Lubricating oil, if you sell enough of it to handle it economically, so that there is little waste through dripping, is another article worth considering, but gasolene is of little use as an income maker, except that you must handle it to keep in touch with your trade. The Bowser street-system service stations as conducted by some establishments were once taking all the accessory business from the dealers and getting all the lubricating oil business by selling gasolene at cost. It was competition we had to meet and we met it. We didn't propose to let them deprive us of our local trade in that way and we didn't."

"In saying that you look to your old customers to supply your new ones, do you mean that you make little or no effort to effect sales?"

"By no means. When a prospect comes in we do all in our power to make a purchaser of him. If he leaves without buying we get his name and address, which is put on our book, and from time to time we send him literature, write letters to him telling of machines which we have taken in trade if we think they may prove of interest to him, and we keep ourselves in his mind until he is out of the market. We give demonstrations when wanted and do all that can be done to make sales. I don't think we can be accused of nonchalance," he added with a grin.

"Of course you carry a complete stock of parts," suggested the interviewer as he prepared to take his departure.

"As complete as is possible," answered Oberwegner, walking toward the door. "There is no part of an Excelsior that we have not in stock. There are two reasons why we do not carry a large supply of many parts, one is the infrequency of demand and the other is because we can get supplies from the factory at short notice. The factory is prompt in taking care of the orders of its agents and that permits of a dealer fittingly representing them, of giving good service to his patrons without tying up a lot of capital in parts for which there is little demand. Sometimes the coincidence happens which brings a demand for several of the same part, something that seldom is wanted; then we run short, but the riders are not seriously delayed, for a prompt shipment from the factory put us 'in right' again in short order. This is a point worth considering and should be given due weight by a prospective dealer when he is preparing to take the agency for a machine."

Postmaster Wants Motorcycles.

"Wanted—Twenty young men with motorcycles." That's the notice that Postmaster Nagel of Detroit, Mich., has caused to be posted in all of the post-offices of Detroit. It is the plan of Mr. Nagel to use these riders to carry special delivery packages and letters over the city, believing this will greatly expedite the delivery of such matter and give more general satisfaction.

Missionary Makes Use of Motorcycle.

With the expectation of greatly broadening the scope of his activities, Dr. L. S. Morgan, a medical missionary located at Tsing-tau, China, has purchased a motorcycle. With the aid of the two-wheeler Dr. Morgan says he will be able to penetrate much farther into the interior and still be only a few hours from his headquarters.

"Safety First" Walker Finishes Long Journey

Weed Chain Traveler Mixing Pleasure With Duty, Stops Runaway; Puts Out Fire and Arrests Hobos

"Jimmie" Walker, general manager of the motorcycle tire chain department of the Weed Chain Tire Grip Co., Bridgeport, Conn., arrived in that city last week on his 1914 Indian motorcycle with sidecar attachment, having completed a tour of 32 states. Walker left Bridgeport, the Weed Chain City, on Tuesday, May 19th, and has been calling on the trade in the interests of Weed Anti-Skid Chains. War or no war, "Jimmie" has had a very successful trip, proof of which was shown by the suitcase full of orders which he proudly displayed on his arrival in the "Big City."

As successful as was the trip Walker says he doesn't want to take another ride like it for some months to come. The majority of the roads throughout the West were in a deplorable condition. In fact, they were so wretched that it was necessary to use tire chains almost continuously in order to make any headway.

What Happened to "Jimmy" En Route

"Jimmie" figured in some very interesting and amusing events while en route. In Eureka, Ill., he played the part of a hero in stopping a runaway horse, thereby saving the village belle from serious injury and possible death. He was the lion of the hour and was wined and dined to the limit of Illinois hospitality. The following week he added still further to his laurels. While making a night run he saw flames bursting out of a farmhouse, woke up the sleeping members of the household and assisted in putting out the fire. However, these incidents were mild compared to what occurred on the road between Hamilton and Webster, Ia.

He had stopped to adjust his carburetter, when along came two robust specimens of the American hobo. These two noble knights insisted that "Jimmie" give them a helping hand in the form of a ride to the outskirts of Webster. A fight would have been all in favor of the enemy, so "Jimmie" said, "Jump in, only too glad to help you." As he drew near Webster he threw her into high and dumped the "knights of the road" out at the police station. The judge gave the duet 30 days at hard labor.

These are only a few of the many anecdotes which Walker has to relate and he will spend many a pleasant evening by the fireside telling the "little Walkers" all about his four months tour of the U. S. A.

"Jimmie" Walker is a shining example of what can be done in the motorcycle industry by a man of brains who has the ability to hustle. It was only six years ago, 1908, when he first came into the field. His advent took the form of a job as deputy third assistant to a second-hand bicycle repairer in Indianapolis. While learning the why and wherefore of bicycles he "looked into" the motorcycle end of the business and in a short time loomed on the horizon as a professional motorcycle rider.

He became secretary of the Hoosier Motorcycle Club and served in that capacity for several years. He is a member of the only Hope Club and is a hard-working booster for the F. A. M. In 1911 he stopped racing and went with F. A. Baker, of New York city, in the capacity of a salesman, and it was while selling Indian motorcycles that he saw the possibilities of the Weed chain as a safety first device for riders of the power-driven two-wheelers and decided to ally himself with the Weed concern and share their future.

The Campaign of Boosting Chains

After several months with the company he was made general manager of the motorcycle chain department, as the Weed people recognized that "Jimmy" and Big Business were inseparable companions. Through the cooperation of the motorcycle manufacturers in widening the forks so that there would be plenty of room for the anti-skid device to travel, Walker found his campaign of education considerably simplified and his success as a missionary succeeded expectations. He has experienced little trouble in convincing riders and dealers that the chains give perfect traction, prevent skidding and slipping and make motorcycling safe on all roads despite weather conditions.

Walker is now 28 years old and claims the proud distiction of being the first motorcyclist to ride from New York to Chicago with a sidecar attached and carrying a passenger. He accomplished this feat in the summer of 1912. His "passenger" on that occasion was his wife, who is also an enthusiastic and accomplished motorcyclist.

"SAFETY FIRST JIMMY" WALKER AND HIS CHAIN EQUIPPED MOUNT

Some of the Motorcycle Contests Planned for the Future

Three Classes to Ride in Texas Meet

Cash prizes to the large amount of $750 are being offered as a bait to motorcycle riders to compete in the five days of racing which will be held in connection with the San Angelo, Texas, Fall Fair on the 3rd to 7th of November. The races are being promoted by the San Angelo Motorcycle Club and are under the sanction and rules of the F. A. M.

The track on which the contests will be staged is a mile dirt track, the record time for which is held by Ray Creviston at 53⅘ seconds. To the rider lowering this time will be given a purse of $50. This alone will undoubtedly prove an irresistible attraction to many kings of the track.

One of the prominent and novel features of the races will be, as is set forth in the entry blanks, that the riders are to be divided into three classes, A, B and C. Class C will include residents of Tom Green or adjoining counties who have never made better time than 65 seconds for a single mile. Class C riders can enter Class B races if they wish to do so. The B division is for professional riders who have never made better time than 57 seconds for the mile. Those of the B class can enter class A races. All riders who have made better time than 57 seconds for the mile shall be in the A class, and will not be allowed to enter class B or C events. All machines will have to be of 61 cubic inches displacement.

The entry blanks, which are now in circulation, must be returned by November 2nd.

Buffalo Will Stage 300-Mile Run

The Buffalo Motorcycle Club, one of the largest and oldest incorporated motorcycle clubs in the United States, will conduct a 303.6-mile endurance run, Sunday, October 4.

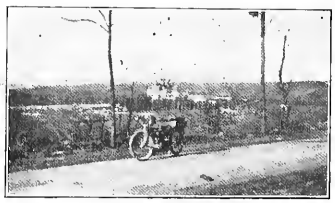
The course is so mapped as to include roads of all descriptions—clay, sand and state roads. The country in some parts is level, while in others the hills will test the two-speeds of the different machines. All roads will be placarded and competent officials will be stationed at all controls and checking stations. This run must be made in slightly over 15 hours, making an average of 20 miles an hour.

The club has offered valuable prizes to the winners, consisting of a diamond medal, valued at $75, for first prize, silver medal, valued at $20 for second prize, bronze medal, valued at $5, third prize. Entries close Saturday, October 3rd. Ample entertainment, storage for machines and hotel accommodations will be provided for all out-of-town riders who wish to stay over in Buffalo before or after this run.

To Ride 200 Miles on L. I. Roads

One of the biggest events of the year for motorcyclists in the vicinity of New York will be the coming annual fall run which will be held under the auspices of the Bay Ridge Motorcycle Club of Brooklyn, N. Y., on Sunday, October 4th, 1914, over a course of approximately 200 miles on Long Island. The course has been thoroughly gone over and for the most part is in good shape. The time limit which has been set for the completion of the run is ample to permit every participant to qualify for one of the medals which the club will award without endangering himself or his mount by racing over the course at excessive speed. A very attractive list of prizes is to be competed for, besides a medal which is to be awarded to each rider finishing within the time limit. A silver cup will be awarded to the club having the largest number of its members winning medals (donated by Mr. Robert Campbell, president of the B. R. M. C.); another silver cup will be awarded to the rider of an Indian motorcycle for consistency record (donated by the Hendee Mfg. Co.), and still another silver cup awarded to the rider of a Harley-Davidson for consistency record (donated by the Harley-Davidson Motor Co.). A team prize of three Sterling Vacuum Bar 28 x 3 tires will be awarded to the team of three riding the same make of machine, and over 25 individual prizes, donated by the trade, to be awarded to the riders finishing with the highest scores. Mr. Will R. Pitman, of Brooklyn, N. Y., the pioneer of the two-wheeler, will be the official referee, and that in itself speaks for the fairness and unbiased method in which these prizes will be awarded.

Entry blanks may be obtained from Robert Brazenor, 1507 Bushwick avenue; A. H. Patterson, 1080 Bedford avenue; F. W. Reller (Cornell Hardware Co.), 121 Court street, Brooklyn, N. Y., or by addressing Mr. Jos. L. Hartig, chairman of Touring Committee, 633 45th street, Brooklyn, N. Y.



Some Ride, Yea, Bo, Some Ride

A prize road race story has been circulated from Brazil and it is about a Terre Haute rider. The Brazil club promoted a road race on Labor Day and one of the riders was McMillan. Mack was one of the fast ones and misjudged one of the turns on the national road. Catapulting up a driveway he dodged several onlookers by a narrow margin and jumped over into an adjoining yard. Passing under a clothesline in the back yard he swung around to the front, and then charged a child's hobbyhorse head on.

After demolishing this and plowing through a pile of bricks and tin cans, he slid down a mud bank about 10 feet high and volplaned on to the course again. He was not even thrown from his machine and finished the race in third position. The race was a 50-mile event and was won by John Rodenbarger, of Brazil, on an Indian, in one hour, eight minutes, ten seconds. This is regarded as unusually fast, as the roads were hilly and rough.

Smoky City Riders to Meet Saturday

The Pittsburgh Motorcycle Club, of that city in Pennsylvania, is making preparations to stage motorcycle races at Schenley Park Oval on the 26th inst. The entry blanks, which are now in circulation, call for six events, the final and the most important one of which is to be a 25-mile professional race for 30.50 cubic inch racing machines or 50 cubic inch stripped stock machines. Silver cups will be awarded the first three winners in each contest.

Weather Man Again Stops Races

Rain again interfered with races on the new Tacoma Speedway. Postponed from Labor Day the three big motorcycle events which were to have been run on September 13th, were cancelled at noon on account of a steady downpour which served to disappoint a large number of fans who had journeyed from all parts of the Northwest to witness some fast racing. No future plans have been announced by the Tacoma Speedway Association promoters of the meet and whether the program will be run at a later date is not known.

Varying Prices Rule in Gasolene Field

Wide Diversity in Selling Figures Throughout the Country Not Easily Explained—Filling Stations Rapidly Cutting Into the Garage Trade and May Eventually Check It

The price of gasolene is a strange and not always understandable figure. A year ago it was climbing because of "supply and demand." At least this was the explanation advanced by the oil companies. Since January 1 the price has been coming down as fast or faster than it went up, but now seems to have reached a stopping point.

Also the price of gasolene is seldom Throughout the country these figures vary widely, but there is one tendency of prime importance and which may in the end force the garageman out of the gasolene retailing field. That is the gasolene retailing roadside station.

In some cities these are being established by the big oil companies themselves and the garagemen are fast feeling the effects in the loss of gasolene

The price itself has fallen three and four cents since January 1. In some cities trade competition has forced it lower. Following are the conditions in sixteen of the principal cities from coast to coast and from Texas to the Northern border. A detail summary appears in an accompanying table. The prices which follow the names of the following cities are the prices paid by the garages.

SUMMARY OF THE GASOLENE SITUATION IN SIXTEEN PRINCIPAL CITIES

City	Wholesale Price Today	Retail Price Today	Changes in Wholesale Price	Principal Companies Selling
Boston, Mass.	14	17-18	Jan. 1, 1914, was 18 cents.	.....
New York, N. Y.	13	20 and 14	Jan. 1, 1914, was 16; June 2, 15; June 3, 14; July 21, 13.	Standard, Texas, Gulf and Pure Oil.
Philadelphia, Pa.	10.5-11	12-16. Avg. 14	Texas—Jan. 1, was 14; March 1, 13; in July, 12; Ang. 4, 11. Atlantic—Jan. 1, 13; March 1, 12.5; July 27, 11.	Atlantic Refining, Texas, Gulf and O. F. Zurn Co.
Baltimore, Md.	11.5-13.5	Avg. 16	Jan. 1, was 13.5.	Standard, Crown Oil & Wax, Red C Oil, Maryland Oil and American Oil.
Atlanta, Ga.	8, 10, 11 and 12	10, 13.5, 16 and 20	Fluctuations due to price war.	Texas, Standard, Gulf and Pittsburgh Plate Glass Co.
Detroit, Mich.	11	11, 14 and 16	Jan. 1, was 14, 14.5 and 16.	Standard, Sun and Greenslade.
Chicago, Ill.	11	14 and 15	.....	.....
Indianapolis, Ind.	11-11.5	13-16	Jan. 1, was 13 and 14.5.	.....
Milwaukee, Wis.	12, 14.5, 17 and 19	Avg. profit 2 cts.	Year ago, 15.5, 18, 19.5 and 21; May 1, 13.5, 15, 17.5 and 20.	Standard and independents.
Minneapolis, Minn.	11.5-12	12-20	Nov. 26, 1913, 16; Dec. 22, 15.5; Feb. 11, 15; April 1, 14.5; April 18, 14; May 11, 13.5; June 15, 13; July 11, 12.5; Ang. 10, 12.	Standard, Pure Oil, Van Tilburg Oil and independents.
Kansas City, Mo.	10.3	15	Nov., 1913, 15.5 to 15; Dec., 14.5; Jan., 14; Feb. 13.5. Three short drops of half cent. June 15, 12 to 10.8; July 27, 10.3.	Standard and independents.
Austin, Tex.	8-11	Profit of 1 and 2 cts.	Jan. 20, 14; Jan. 22, 12; Feb. 2, 14; April 22, 12; April 14, 10; Sept. 1, 8.	.....
Denver, Col.	13	14-20. Avg. 15	Jan. 19, 1 cent drop to 18; April 22, 17; June 1, 16; few days latter, 14; June 29, 13.	Cudahy Refining, Mountain Motor Fuel and Great Western Oil.
Salt Lake City, Utah	18	20	.....	Standard and Culmer Oil.
San Francisco, Cal.	13.25-13.5	15-15.5	Jan. 1, was 14.5; May 20, 13.5; July 1, one company cut to 13.25.	Associated Oil, Standard, Union Oil and American Gasolene.
Los Angeles, Cal.	12	13.5	Jan. 1, was 14.	.....

the same in two different cities or sections of the country. In Austin, Tex., and Atlanta, Ga., the garagemen can buy it from the oil companies for 8 cents a gallon, while in Salt Lake City the price to the garagemen is 18 cents.

In some cities the oil companies profess to sell but one grade and do not guarantee any test figure, while in other towns, such as Milwaukee, four different grades are sold at four different prices. Wars between gasolene companies have much to do with the price, it often being forced to a low figure.

Since the first of the present year the price everywhere has undergone marked and frequent changes, and in this story presents the first national review of the gasolene situation in its connection with the garage business. The vital points, of course, are what the garageman has to pay for it and what he gets for it.

trade. They cannot meet the low-priced competition and in Milwaukee, for instance, the garage gasolene trade is on the wane.

Others of these small stations are maintained by companies whose sole business is the selling of gasolene. Costs are figured to the minimum and the retail price is low. Some of these stations are mere automatic slot pumps and there are even such things as gasolene peddlers with tank wagons.

The garageman cannot afford to sell any but a good grade of gasolene, and he must get a fair margin of profit; garagemen declare that some of the corner gasolene vendors are not over-particular as to the grade of fuel they sell and that the reputable garage cannot meet the existing conditions if the car owner is content to take chances and buy at any roadside station.

Boston—Price, 14 cents. Gasolene has dropped steadily a cent at a time since January, when it was 18 cents. The majority of garages retail it at 17 cents, although some get 18, and the Fenway Garage Co., one of Boston's largest, asks 20 cents a gallon, but will reduce within a few days to 18 cents. Outside of Boston gasolene has sold for 11 cents this season, but the Hub garagemen say it is in many cases an inferior mxture. The Standard Oil Co. sells most of the gasolene bought by garages but has no monopoly.

New York—Price, 13 cents. All the principal companies selling gasolene on Manhattan island charge the garageman 13 cents. The gasolene question is one of the prime topics of the day and has been for months. The garages concertedly opposed the rise in price last year, and leaders in the New York Garage

Association charge that while the Standard Oil Co. claims it sells but one grade of fuel it dispenses two, one its "auto naptha" and the other a "painters' naptha."

Whatever rivalry there may have been between the larger companies seems to have passed away. The price reached 18 cents last year but has declined since then.

The better garages charge 20 cents for gasolene and endeavor to require patrons to buy at the garage. Wayside stations, however, are making inroads, having little investment or equipment and selling for 14 cents. None of the companies guarantees a test figure, but Texas states that its gasolene averages 62 to 64.

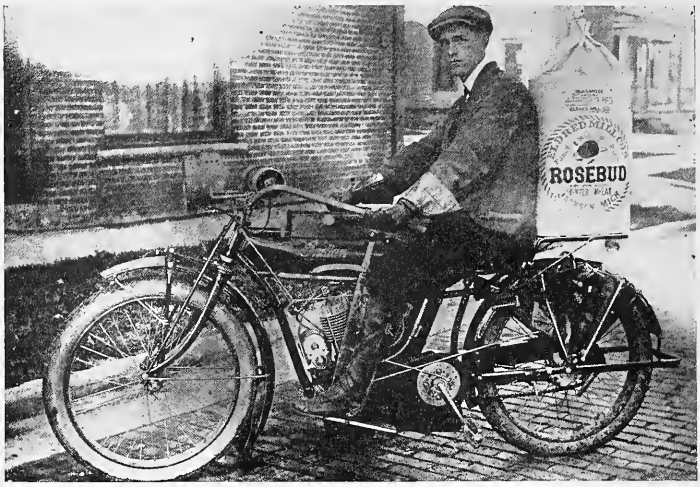
Philadelphia—Price, 10½ and 11 cents. There is competition in Philadelphia and the price has been forced down. The Texas Co., the Gulf Refining Co. and the Atlantic Refining Co. charge 11 cents, and the O. F. Zurn Co., which both wholesales and retails, sells to the garage for 10½ cents.

The retail price varies. Of thirteen garagemen who were asked their price to the customer, the prices asked were: One, 12; two, 12½; three, 13; two, 14; three, 15; two, 16. Location has much to do with the price asked by the garage; the further north the garage is located the higher the price.

Baltimore—Price, 11½ to 13½ cents. Eleven and one-half cents is the accredited price to the garageman, although some insist that they have to pay 13½. Just why is not stated. The oil companies seem to be lined up, Standard Oil on one side and the others on the other. The retail price averages 16 cents; it was 20 cents in January. One small dealer is retailing for 13½.

Atlanta—Price, 8, 10, 11 and 12 cents. Conditions in Atlanta are peculiar; the price here is equaled only by that in Austin, Tex. In Atlanta the Texas, Standard Oil, Gulf Refining and Pittsburgh Plate Glass companies are engaged in a warm combat. Some time ago the Pittsburgh company, through a good business stroke in importing gasolene in tank car lots, was able to undercut the rest of the trade. Gulf Refining then cut two cents and Pittsburgh met the price. Gulf cut again and now 60 gasolene is being sold to garages for 8 cents.

This condition has obtained for the past six weeks. Standard and Texas refused to cut at all and it is expected that the Pittsburgh company will return to 12 cents. The Gulf company is said to be supplying three-fourths of the trade in Atlanta as a loss on every gallon. Four grades of gasolene are sold; 60 test, known as "naptha," retails for 10 cents; 64 test for 13½ cents, 64 "new process" for 16 cents, and 70 test for 20 cents.



A SACK OF FLOUR AS AN ADVERTISEMENT MAKES A COMFORTABLE BACK REST

Detroit—Price, 11 cents. In the "Motor Capital" the oil companies state that the price to garages is 11 cents, but this also is the price at which many garages sell gasolene at retail. That there are two grades of fuel in the field is indicated by the statements of the garagemen that they will sell a "higher test" fuel for from 14 to 16 cents. The oil companies generally do not admit that two grades of gasolene are supplied to garages.

Chicago—Price, 11 cents. Garages charge varying prices to customers but the common rates are 14 and 15 cents.

Indianapolis—Price, 11 and 11½ cents. Gasolene has dropped 2 and 3⅓ cents since January. The wholesale price is quite uniform, but the retail figure varies according to the garage and section of the city. Competition between the oil companies has been keen in the Middle West, but it is stated that there is no war in Indianapolis.

Milwaukee—Price, 12, 14½, 17 and 19. The range of prices is due to the fact that four grades of gasolene are handled in this city. For 60-62 test the garageman pays 12 cents; for 65-68, 14½; for 70, 17, and for 72, 19. As a rule the garages handle only the 65 and 70 test fuels because they do not feel they can afford to maintain storage tanks for all four grades. The two grades handled are advertised as "high test" and "low test."

The garages are slowly retiring from the gasolene trade because of the actions of the oil companies; Standard Oil and some of the independents have established filling stations in various parts of the city and this cuts into the garage gasolene trade enormously. As a rule a profit of two cents is made by the garage.

Minneapolis—Price, 11½ and 12. The lesser price is maintained by some of the smaller independent companies. Gasolene of a 60-62 test sells generally for 12 cents.

This city is one in which the garages are most threatened by the filling station. The Pure Oil Co. is erecting 11 stations at advantageous points; the buildings are of brick and are surrounded by a pretty lawn and landscape effect with the company's name in white stones in a grassy bank. The Van Tilburg Oil Co. has four stations and Standard two, while scores of wayside tanks are scattered over the city. Even drugstores retail gasolene, a practice which is coming into vogue in numerous other cities. At Pure Oil stations the car owner can buy gasolene at the price which the garageman himself has to pay. Garages retail at from 12 to 20 cents.

Kansas City—Price, 10.3. This city is the hotbed of a gasolene turmoil. It is the Standard Oil on one side and, as is not unusual, the independents on the other. Gasolene has dropped steadily from 15½ in November, 1913, to 10.3 today, and in quantities garages can even get fuel at 10 and 9.8 cents.

These prices are wholesale for 60-test fuel. Garagemen maintain a profit of five

POPE POPULARITY EMPHASIZED BY A GROUP GATHERED IN VENICE, CAL.

cents a gallon, selling at 20 cents a gallon at the beginning of the year and now at 15 cents.

However, the independent companies and the Standard Oil Co. began operations of numerous filling stations throughout the city, selling the fuel at retail at the wholesale prices.

At the present time the garages are reducing their fuel prices to meet the filling station figures. For instance, both the Karshner Motor Co. and the Broadway Garage are today selling for 15 cents. But the Broadway Garage will reduce its price to 10.3 cents. The oil companies are selling to garagemen now on contracts at from 0.3 to 0.5 cents less than the wholesale prices above mentioned. On 200-gallon orders, garagemen can today purchase for 10 cents flat, and on larger orders at 9.8 cents.

In every instance the decrease was first announced by the Standard company and then was followed immediately by the independents. Concerning the status of the competition there apparently is a continuation of the oil war that has been going on for many years. The close proximity of the Oklahoma fields, the fact that several of the independent companies maintain their headquarters here, and the Missouri anti-trust legislation against the Standard have kept the oil industry in Kansas City in a turmoil of continuous price-cutting and fighting.

There has been an overproduction of oil during the last year in the Oklahoma and Kansas fields. The prices of crude oil, due to a slump in production, jumped until it was about $1.08 per barrel at the well last winter and the early spring. Such an unprecedented price made production profitable, many new wells were drilled, and smaller wells that previously had been too small for profitable pumping jumped the production almost as fast as the prices had gone up. Oklahoma was unable to ship and dispose of its crude oil. Refineries became glutted and crude oil prices began dropping rapidly.

All summer the overproduction of last spring and the early summer has been flooding the market; overproduction and the present cheapness of crude oil here is probably the biggest factor in nation-wide gasolene decreases.

In addition, in Missouri the Standard was ordered ousted by the Supreme Court late last fall. On technicalities the company obtained a rehearing of the suit—a part of the new evidence of which was the public sentiment of Missouri concerning the oil company. Early in the summer the ouster was so modified that the company will not be forced out of Missouri.

As a sort of a by-play the independent dealers announced early in August that during that month they would give one-half a cent from the sale of each gallon at their filling stations here to a good roads fund of the Automobile Club of Kansas City. The Standard shot back by donating half a cent a gallon of similar sales in August to five of the city's biggest charities. That has amounted to about $2,000. Standard holds about 60 per cent of the trade.

Austin, Tex.—Price, 8-11 cents. Keen competition exists in this city. Several refining and distributing companies are contending for business. Prices vary greatly and go up and down periodically. The strife has cut the margin of profit to such an extent that some of the garages have temporarily discontinued the gasolene end of their business.

Denver—Price, 13 cents. There is no war here; in fact, the prices of all the principal companies have moved at about the same time. The general retail price is 15 cents, although some garages offer it at a lower figure as a "leader." One garageman who handles it largely to accommodate his patrons asks 20 cents. There are many filling stations.

The installation of pumps at the curbs is prohibited by the city, but the garagemen have prepared a petition for permission to run delivery pipes from the building line to the curb. The petition has not yet been acted upon.

Salt Lake City—Price, 18 cents. The inland location of this city has much to do with the relatively high price which the garageman has to pay for gasolene. The profit also is small. A belief seems to exist that there is "money in selling gasolene" and numerous small dealers and filling station men are opening up. This keeps the profit down to about two cents a gallon.

Two years ago garages sold all of the gasolene and made a 5-cent profit, but curb-pump stations, drug stores and grocery stores have broken into the trade until it is not highly profitable.

Garagemen and dealers have endeavored many times to make some legal agreement which would hold up the price of gasolene, but each time the agreements have fallen through within a few days. As it stands today the curb stations do about 95 per cent of the business at 20 cents, paying 18 cents wholesale.

San Francisco—Price, 13¼-13½. Prices are fairly steady but the margin of profit is small. Standard Oil, Union Oil and the American Gasoline Co., the latter an ally of the Shell Spirits of England, all sell at 13½; the Associated Oil Co. sells at 13¼. The profit to the garagemen is about two cents. The Omen Oil Co. operates a chain of filling stations at 14½ cents—a one-cent profit—and it cuts into the garage gasolene trade considerably. Common report has it that this is the American Gasoline Co.'s retailing company.

Los Angeles—Price, 12 cents. Curb stations do a big business here and cut into garage gasolene sales. The comparatively low price is due to competition between the oil companies.

PERRY CLIPS RECORD ON CLEVELAND TRACK

Excelsior Rider Clips One and Two-Fifths Seconds from Randall Island Track Record—Lon Taylor's Merkel Wins 50-Mile Race in 42:27⅕

Cleveland, O., motorcycle fans witnessed some pretty races and top-speed riding at the fourth annual racemeet held at the Randall one-mile track on the 13th inst., under the auspices of the Cleveland Motorcycle Club.

The track mile record was clipped one and two-fifths seconds by Bob Perry, on an Excelsior, when he covered the mile in 48⅗ seconds. Lon Taylor, riding a Flying Merkel, and Standon on an Excelsior, the other riders who matched their machines against time, equalled the former Randall record of 50 seconds flat.

Lon Taylor, with his Flying Merkel, showed his ability to ride a long distance event in remarkably fast time. He

LON TAYLOR, 50-MILE WINNER

won the 50-mile race from a field of eight riders in 42:27⅕. Shorty Matthews, on a Thor, was a close second.

Bill Brier, of Chicago, riding a Harley-Davidson, took the 25-mile event by a comfortable margin, and Bob Perry, taking the lead in the first lap of the 10-mile race, held it safe to the end, Lon Taylor making a good second. The 5-mile novice race for a prize cup was won by Morris Fertel on a Harley-Davidson, riding in a race for the first time.

The meet was run off smoothly from start to finish. Everything was satisfactory but the crowd, which was small because of a final game for the city championship in the amateur baseball league. H. G. Conturier, referee, and the committee of six men from the Cleveland Motorcycle Club who had charge of the arrangements, were responsible for the successful staging of one of the best racemeets ever held in Cleveland.

Summary:

Five-mile novice—Won by Fertel, Harley-Davidson; second, Heinkman, Indian; third, Bixco, Merkel. Time, 5:57.

BOB PERRY, RECORD BREAKER

Twenty-five-mile professional for nonported machines—Won by Brier, Harley-Davidson; second, Geisey, Harley-Davidson; third, Matthews, Thor. Time, 21:20.

Ten-mile open professional—Won by Perry, Excelsior; second, Taylor, Merkel; third, Matthews, Thor. Time, 8:22.

Time trial, one mile—Perry, Excelsior, time, 48⅗ seconds; Taylor, Merkel, time, 50 seconds; Standon, Excelsior, time, 50 seconds.

Five-mile professional sidecar event—Won by Lawrence Harley-Davidson; second, Myers, Harley-Davidson; third, Howard, Pope. Time, 5:37.

Fifty-mile open professional—Won by Taylor, Merkel; second, Matthews, Thor; third, Giesey, Harley-Davidson. Time, 42:27⅕.

Motorcyclists Start For Pacific Coast

More than a few of the Eastern visitors to the Panama-Pacific exposition at San Francisco will get there without contributing to the railroad treasuries by taking passage on motorcycles. Among the early starters in this class are W. H. Morreall and A. C. Collins, of Illion, N. Y., who left New York city on the 14th with an Indian two-speed and sidecar, headed for the Golden Gate. They will follow the northern route through Buffalo, Chicago, Omaha and Cheyenne, and expect to dip their wheels in the waters of the Pacific in 40 days. During the exposition they plan to gather a share of the wealth which will pour into the city by taking visitors on sight-seeing trips in sidecars.

OHIO STATE F. A. M. PLANS LONG CONTEST

October 2 Selected for Start of 657-Mile Reliability Run from Cleveland to Toledo—Three Days' Ride May Prove Gruelling Test

A three-day 657-mile endurance run from Cleveland to Toledo, via Columbus and Cincinnati, has been arranged by the Ohio F. A. M. for October 2, 3 and 4. This will be the third annual reliability run staged by the association in Ohio and already much interest has been aroused throughout the state.

The route, as proposed at present, calls for a ride of 228 miles the first day, 213 the second, and 216 for the final lap. The dates for the run were set at the meeting of the directors of the Ohio State F. A. M. held on the 7th inst. at Chicago, and the final itinerary will be arranged in a few days.

Jess Campbell, former Ohio state commissioner of the F. A. M., and member of the present committee on arrange-

ROUTE OF LONG OHIO RUN

ments, is the vigorous pusher of the affair. The committee on arrangements consists of A.B. Coffman, chanrman; Jess Campbell, Karl Kapple and Charles Quetschke. Entries are to be sent to R. S. McConnell, chairman of the competition committee, P. O. box 290, Cleveland, O.

Foreign Rider Arrives From War Zone

The latest to land here from the seat of history making is Rudi-Russe, a native of Austria. Rudi-Russe, besides being a fair rider, has in the past year acted as trainer for Leon Hourlier, the Frenchman, who is now in the French army, acting in the capacity of a bicycle scout.

JOHNNIE ELLIS WINS INDIANAPOLIS FEATURE

Riding a Ported Indian He Takes 100-Mile Event in Track Record Time—Myers Loses a Sprocket but Attempts the Impossible

Johnnie Ellis, riding a ported Indian, covered himself with glory at the Fair Grounds track, Indianapolis, on Saturday last, 19th inst., when he captured the second 100-mile event of the season, negotiating the distance in 94 minutes and 3 seconds, which is a record for the track. Phillips, riding a stock Indian, finished third in 95 minutes, 35 seconds, and Thompson, of Marion, Ind., on a stock, finished third. Humphries, of Cincinnati, finished fourth mounted on an Indian machine.

Eleven starters lined up to listen to instructions given by State Referee John Kinney and only five had finished the century when the race was called. Ellis began the fireworks by leading the field on the first lap, but Chuck Morrison, of Terre Houte, on an Excelsior, soon showed the field his heels and ran a superb race, establishing a record of 26:30 for the 30 miles. On the 32nd mile he stopped for oil and gas and soon after experienced his first trouble. The jinx was after him and continual bad luck made him withdraw. Ellis assumed the lead at this point and was never headed except in the 70th mile, when he stopped for oil, and Phillips had the lead for one lap, when Ellis again forged to the front.

Myers, the Columbus 100-mile champion, lost a sprocket in the third mile, and although he lost about 30 laps, reentered the race and made a game effort to come back. He cut down his competitors until he was running in fifth place, but additional bad luck kept him out of the money. Ellis turned the 40 miles in 37:03, with Phillips second and Humphries third. The time for the 50 was 46:18, with these three riders maintaining their positions. Positions did not change up to the 60th mile, which was negotiated in 55:39. In the 70th Ellis made his first stop for fuel and lost 1 minute and 25 seconds. Phillips gained one-tighth of a mile but was soon overtaken by the intrepid Ellis. The time for 70 miles was 66:29.

Humphries, who had been running consistently in third position, lost a goggle glass and was forced to lose five minutes looking for another pair of goggles. Thompson jumped into third position and Ellis, Phillips and Thompson kept up the march in this order. At 80 miles the timers had counted off 75:37, and at 90 miles the tally was 84:50.

Not an accident marred the meet, which was witnessed by a fair-sized crowd of motorcycle enthusiasts. This was styled the second annual tri-state championship, the first one having been won by Leslie Allen last year on an Excelsior, who covered the distance in 98 minutes.

Thirty Finish in Bay State Run

Dusty and tired after the 24-hour grind of the annual endurance run of the Bay State Motorcycle Club, 30 of the St. Johnsbury that day, the entire route being 450 miles. Among the first 17 machines to finish were 10 Harley-Davidsons. A novelty was the entering of two Harley-Davidson sidecars, which not only finished with perfect scores but showed their heels to many of their single-track mates. The test of this run over rough roads, through sand, and over hills almost impassable for automobiles, was the most severe ever undertaken in New England, and the power and endurance displayed attracted wide and favorable comment.

Accidents were frequent, but none more serious than a dislocated shoulder that Erickson of the Excelsior team received. John Lane, riding on the Harley-Davidson team, bumped an automobile, and after nearly demolishing both machines pushed his motor into St. Johnsbury, where he replaced the broken parts. George Watson, his teammate, swerved around a corner and left his ma-
50 starters rode into Park Square, Boston, late on the afternoon of the 13th inst. They covered the 220 miles from chine when his rear wheel pushed through a bridge and balanced over a height of 50 feet. Cory DeLong of the Excelsior four piled up into a stone wall on the roadside, but managed to get in on time. Walker and Loftus in a Harley-Davidson sidecar ran into a hydrant and after using pickets from a fence to straighten out their machine continued on their way.

W. J. WALKER AND CLARENCE LOFTES, PERFECT IN BAY STATE RUN

Rider and Machine in Order of Finish.

Crandall	Thor
Watson	Harley-Davidson
Hawks	Indian
Lane	Harley-Davidson
Hildrith	Thor
Mason	Harley-Davidson
Siem	Harley-Davidson
Waterman	Henderson
Sanders	Harley-Davidson
Mills	Thor
Dresser	Harley-Davidson
Austin	Harley-Davidson
Walker	Harley-Davidson and sidecar
Watson	Harley-Davidson and sidecar
McKenzie	Thor
Kurth	Harley-Davidson
Bryant	Henderson
Croce	Pope
Chew	Thor
Manson	Thor
Andrews	Excelsior
Elliot	Excelsior
De Long	Excelsior
Haines	Pope
Arnold	Thor
Norward	Pope
Carpenter	Pope
Erickson	Excelsior
Mann	Thor

Cycling Notables to Attend Pitman Feast

"Old Timers" to Join With "Youngsters" Honoring "Loyal Old Pit."

From the number of letters received from all parts of the country by those in charge of the annual dinner of the Metropolitan members of the F. A. M., which will be held in Little Hungary, 255 East Houston street, New York city, Saturday evening next, 26th inst., the idea of making this year's event a reunion of old-time bicycle and motorcycle riders in honor of Happy Days Will R. Pitman seems to have met with popular approval. Further, the plan of making it a democratic Bohemian affair at Little Hungary, instead of the set banquet, is also heartily endorsed and the riders and the trade are looking forward to the affair with a great deal of pleasure. Little Hungary is a very popular Bohemian resort and the management has arranged an excellent menu with the best Hungarian wines. The large ball room has also been secured and after the dinner dancing will be the order on the program. A cabaret performance is to be interspersed with short, snappy speeches.

As President A. B. Coffman of the F. A. M. is coming from Toledo for the dinner, and Competition Chairman Donovan from Chicago, and Secretary G. B. Gibson from Westboro, it is expected that every rider and member of the trade that can possibly do so will turn out to give the Big Three of the F. A. M. a rousing welcome. In this respect State Commissioner Hall made the following statement to a representative of this paper during the past week:

"We have been very fortunate in securing the consent of President Coffman, Chairman Donovan and Secretary Gibson to be present at this dinner, and I look to the members of the F. A. M. and the trade in and around New York to turn out in large numbers. It is certainly due these men that every member and representative of the trade be present, and I shall be very greatly disappointed if they do not cooperate with us in making this affair the success it should be.

"As far as the old timers go we are assured of a large attendance, and a number of tickets have already been sold and orders are coming in daily. During the first part of the week I gave every moment to getting out over 1,500 announcements and have just received an additional list of over 100 names. As the number of tickets is limited, those desiring them should write me at once at 322 East 32nd street, Brooklyn."

Among the men who have gained fame in the fields of cycling and who already have signified their intention of being present at the reunion to do honor to "Happy Days," appear the following: Col. George Pope, R. G. Betts, George M. Hendee, Charles E. Miller, C. J. Obermayer, Michael Furst, John B. Kelly, Thomas H. Willard, M.D., A. G. Bachelder, Daniel M. Adee.

Coast Proposes Mail Vote Primary

To accomplish the election of a national F. A. M. director for the South Pacific District and to assure the selection of a man desired by the majority of the members of the F. A. M. in the states comprising the district, it was unanimously decided by the California members who attended the recent convention at Stockton, Cal., to suggest to all members of the F. A. M. in California, Nevada, Utah, Arizona, Hawaii and the Philippines, that they indicate their preference on a coupon to be printed in the motorcycle journals.

The plan is to have nominations thus made by F. A. M. members in the South Pacific district counted, and to place on a ballot, to be mailed to members and by them returned as votes, the names of all nominees receiving 10 per cent or more of the total number of coupon-nominations; a majority of the votes finally made to elect the nominee receiving such majority, and the signing of the subjoined coupon will indicate the signer's acquiescence to this plan.

To facilitate the checking of the nominating coupons it is suggested that they be mailed to the national F. A. M. secretary, with whom arrangements will be made for the conduct of the election afterward by mail, or otherwise as the states in the district may prefer.

In California it is desired to place on a ballot, with the names of nominees for the directorship, other matters to be voted upon by F. A. M. members in the state. Other states in the South Pacific district may prefer to vote in convention upon the nominees, or to have a mail vote conducted by the national secretary, with such funds as may be standing to their credit in the treasury.

The following form of nominating coupon is suggested, and October 15 is suggested as the latest date for mailing; in fact, that date was chosen by the California convention as the limit in California.

G. B. Gibson, Secretary F. A. M.,
Westboro, Mass.

I nominate.....
of .....
as a candidate for election as national F. A. M. director for the South Pacific District.
Name.....F. A. M. No....
City and State.....

Seneca Joins F. A. M. Affiliated List

One club affiliated with the F. A. M. during the past week and received the number 492. The name of the newcomer to the national fold is the Seneca of Tiffin, O., and it added 17 members to the organization. The secretary is F. C. Scott, 55 East Market street.

CENTRAL MOTORCYCLE CLUB OF GRAND ISLAND, NEB., IN ANNUAL POSE

Stolen Machines

If a thing's worth doing it's worth doing well, must have been the motto of the enterprising thief who stole a motorcycle and outfit on Riverside Drive, New York city, about 6 P. M., Labor Day. While the owner of the machine and his wife were sitting on the bank of the Hudson river watching the boats sail by, they left the outfit on the roadside a few hundred feet from their resting place. When they proposed to resume their trip the means thereof had disappeared and no trace of the stolen property has since been obtained.

All in all it was a fine haul for the thief, as the following inventory shows: One 1914 two-cylinder Flying Merkel No. 10814. Attached to it was a Majestic sidecar of reed construction. The equipment consisted of two lamps, tandem seat, weather-proof lap robe, two suits of clothes, a full set of road maps, three tool bags, inner tubes, spark plugs, chain tools, and a new sweater that cost $5. The theft occurred on Riverside Drive near 167th street. A liberal reward will be paid for the return of the property to the New York Motorcycle Co., 1777 Broadway, New York city.

And the above is not the only motorcycle which has been stolen in the last few days, as witness the following:

S. C. Hamilton, Pittsburgh, Pa., reports the theft of a two-speed Harley-Davidson twin No. F13062H. When stolen the machine was equipped with a Corbin rear drive speedometer, fittings for a Dunham sidecar, U. S. chain tread tire on the rear wheel, Prest-O-Lite tank and lamp brackets.

Drouhard Bros., Danville, Kan., seek information concerning the whereabouts of a Harley-Davidson model 10E, motor No. F13833H. A liberal reward is offered for information leading to the arrest of the thief and the recovery of the machine.

A reward of $50 is offered for the arrest of the thief and the return of the motorcycle stolen from the premises of Edgar Aldrich, West Northfield, Mass., on the night of Wednesday, 3rd inst. The machine is a red twin-cylinder, seven-horsepower Indian 1913 model. The enamel is in fairly good condition but is worn from the top side of the mud guard. The eccentric is badly marred by punch marks which resulted from adjustments made in this manner; both pedals are slightly bent. The manufacturer's number is 93E738 and the register number of the machine is Z3263. Any information concerning this machine should be sent to F. W. Doane, deputy sheriff, Northfield, Mass.

Information is wanted by the Mercer Motor Co., Mercer, Pa., concerning a model 470, twin-cylinder, belt drive, 1914 Flying Merkel motorcycle. The number of the machine is 11673 and when stolen it was equipped with 3-inch United States tires, Persons Pan Dandy saddle, foot boards, foot brake and luggage carrier. The machine carried Pennsylvania license 011299 and was stolen August 30, in Conneaut Lake, Pa.

A reward of $25 is offered for the return of a two-speed 1912 model Indian No. 78D492. The machine is enameled in blue. Information concerning it should be sent to Edwards-Crist Mfg. Co., 1350 Michigan avenue, Chicago, Ill.

A similar reward is offered by the same firm for information leading to the recovery of a 1912 twin Indian, No. 73D397.

A reward of $25 is offered for the recovery of a four-horsepower, single-cylinder blue Indian, No. 41B317, which was stolen from George Ochs, 71 North 30th street, Flushing, N. Y. When last seen the machine was equipped with a new tire on rear wheel, the front tire having been vulcanized. The front mud guard is bent and the handlebar has been braised. The outfit included a luggage carrier. American magnetic speedometer with 80-mile dial, Old Sol light, Prest-O-Lite tank, watch carrier, homemade electric light showing on watch and speedometer.

Who Owns This Unclaimed Motorcycle?

The Weeber Bicycle Co., Sioux Falls, S. D., are seeking the owner of a two-speed Indian twin which was left with the concern in August for the purpose of having some repair work done. To the motorcycle is attached a regular model Indian sidecar. The number of the machine is given as A2F517, but no such number has been issued by the Hendee Mfg. Co. and probably it should be 82F517 or 72F517, the chances being that the former number is the correct one.

Two repair-shops were added to the registered list of the F. A. M. during the past week. They are: No. 1076, Maricopa Cyclery (Charles A. Watson), Kern street, Maricopa, Cal. No. 1077, the Fred. S. Booth Co., 624 St. Paul street, Rochester, N. Y.

Coffman Appoints a Presidential Legate

E. R. Compton to Travel at Large as Coffman's Personal Representative

E. R. Compton, of the Eclipse Machine Co., Elmira, N. Y., has been appointed by President Coffman of the Federation of American Motorcyclists as his direct representative, traveling at large. Compton has been invested with authority to accept membership fees, to affiliate motorcycle clubs and register F. A. M. repair-shops.

The president has instructed him to explain to all interested riders and dealers the new plan of the Legal Action Committee of the F. A. M. and to show the dealers the advantage which accrues as a result of their getting in direct communication with Chairman Johnson of that committee at his office address, 818 Ashland Block, Chicago, Ill. Compton is also to investigate any irregularities in F. A. M. matters existing in any city he visits and to report to the proper authorities. He will advise with state and local officials on all matters brought to his attention and render all assistance in straightening out difficulties whenever and wherever met.

In speaking of the appointment, President Coffman referred to Compton as "an earnest worker, and an ardent F. A. M. advocate." The executive also appeals for the cooperation of all who are interested in motorcycling, both trade and riders.

Coffman Names Convention Committee

Acting under instructions issued to him in accordance with a resolution adopted at the St. Louis convention of the F. A. M. in July, President Coffman has appointed a Convention Committee of three to act in conjunction with the Convention Committee of that city which may obtain the next assembly of the national organization. He has appointed as the committee, W. J. Surre, Continental Rubber Works, Erie, Pa.; Frank J. Weschler, Hendee Mfg. Co., Springfield, Mass., and Arthur Davidson, Harley-Davidson Motor Co., Milwaukee, Wis.

As soon as it is decided in what city the 1915 convention will be held this committee will get in touch with the committee appointed by the organization fathering the assembly and will work with them in the preparation of the plans and entertainment for the gathering.

CRUDE TEAM WORK IS SEEN IN NEW HAVEN

Cameron, Accused of Teaming, Pleads Others Were as Guilty in New Haven Indoor Meet—Wiley Wins from Walthour in 5-Mile Paced Event

Teaming galore featured the racemeet of Friday, 18th inst., at the New Haven indoor track, and the "trains" were running over one another in their mad dash for the almighty dollar. The work was so apparent that the money of George Cameron, the New Yorker, was held up, but the others, who, according to Cameron, were just as guilty as he was, were welcomed at the paymasters' window. side of the 10-mile the features were George Wiley's win over Bobby Walthour in a paced race; Fogler's defeat of Cesare Moretti, the Italian, and Donald MacDougall, the Newark amateur, taking the measure of Tim Sullivan, the New Haven champion. Summary:

Ten-mile open (professional)—Won by Joe Fogler, Brooklyn; second, Iver Lawson, Salt Lake City; third, Lloyd Thomas, Salt Lake iCty; fourth, Norman Hansen, Denmark; fifth, George Cameron, New York; sixth, Norman Anderson, Denmark. Time, 21:32⅘.

Five-mile motor-paced race (professional)—Won by George Wiley, Syracuse, N. Y., in straight heats; second, Bobby Walthour, Atlanta, Ga. Times, 8:33 and 6:02. Second heat, 3 miles; account of accidents.

Match race (professional)—Won by Joe Fogler, Brooklyn, in straight heats, from Cesare Moretti, Italy. Times, 2:20 and 2:18.

Match race (amateur—Won by Donald MacDougall, Newark, in straight heats; second, Tim Sullivan, New Haven. Time, 2:20 and 2:19.

One-mile handicap (professional)—Won by Lloyd Thomas, Salt Lake City; second, Peter Drobach, Boston; third, Joe Kopsky, Newark; fourth, Norman Anderson, Denmark; fifth, Norman Hansen, Denmark. Time, 1:48.

Two-mile open (amateur)—Won by Herbert; second, F. Jehan; third, McMahon; fourth, G. Moresca. Time, 4:23⅗.

Lap winnerJ—Wilson.

Half-mile handicap (amateur)—Won by F. Jehan; second, G. Moresca; third, McMahon; fourth, Wilson. Time, 0:56⅖.

Kildahl Makes New Altitude Record

A month ago Alex Kildahl, a Dayton motorcycle rider of Portland, Ore., made a wonderful altitude record for the power-driven two-wheeler by reaching an elevation of 7,000 feet on Mount Hood. Since then numerous motorcyclists have attempted to beat this, and on Sunday, September 5th, a crowd of 12 riders set out to make the attempt to take Kihldahl's laurels.

Kildahl went along with the party, determined that if anyone was going higher he would be the one to do it. After risking his life a score of times he finally reached an elevation of 7,600 feet, a record that will undoubtedly stand for some time. It is believed that this is a world's record for climbing on a mountainside where no roads exist.

A dozen men started from Portland and all reached Government Camp, an elevation of 3,800 feet, by 10:30 the next morning. Here all but five left their machines. Two miles further only three were left, as two had quit. At the 7,000-foot mark, which Kildahl had previously reached, the other two rivals gave up. Kildahl took a rest and some food, after which he forged ahead again, encountering snow practically to the wheel hubs and rocks and boulders galore.

Some idea of the degree of the ascent can be gained from the fact that from Portland to Government Camp, a distance of 56 miles, the rise in elevation is about 3,800 feet. The elevation of 7,600 feet is just 5 7/10 miles up the mountainside from the camp, or a perpetual rise for the whole distance of 13 per cent without any road surface worthy of the name.

Wayne Takes Three in Youngwood

Ten thousand people at the Westmoreland County Fair, Youngwood, Pa. (near Greensburg), September 12th, saw three Pittsburgh riders walk away with the prize money. Hugh Payne was the individual star, taking three firsts and a second. John Markman won the second event, after a nip and tuck tussle with Payne, in which the lead changed several times. The time was remarkable for a half-mile, narrow, dirt track, constructed for horse racing. There were no spills or mishaps.

Summaries:

Five-mile—Won by Hugh Payne, Indian; second, Al, Schmidt, Indian; third, Bill Littel, Excelsior. Time, 6:10.

Ten-mile—Won by Payne; second, Schmidt; third, J. Markman, Indian. Time, 12:08.

Fifteen-mile—Won by Payne; second, Markman; third, Schmidt. Time, 18:05⅕.

Twenty-mile—Won by Markman; second, Payne; third, Schmidt. Time, 24:01⅕.

HARTFORD CYCLE MEET DRAWS LARGE CROWD

Mixed Meeting on Charter Oak Park Track Received With Instant Favor—Walthour and Collins Divide Honors in Paced Event

A large crowd turned out for the combined bicycle and motorcycle racemeet held at the famous Charter Oak Park track in Hartford, Saturday afternoon, 12th inst. The feature was a motor-paced race in which Bobby Walthour, of Atlanta, met Elmer Collins, Lynn; George Wiley, Syracuse, and Clarence Carman, Jamaica. Walthour won the first heat at five miles and Collins the second at ten. In a motorcycle exhibition at a mile Arthur Chapple, of New York, rode the distance in 55⅕ seconds. Summary:

One-mile bicycle handicap, amateur—Won by John Dreher, Newark, 75 yards; second, Fred Taylor, Newark, 40 yards; third, Thomas Grimm, Newark, 75 yards. Time, 2:09⅖.

Five-mile bicycle handicap, amateur—Won by A. O. Lake, New York, 115 yards; second, Eddie Madden, Newark, 40 yards; third, Fred Weber, Newark, 85 yards. Time, 13:35.

Three-mile motorcycle, professional—Won by Mike Costello, Yonkers; second, Jimmy Hunter, Newark; third, Bert Sayer, Newport. Time, 3:09⅗.

Six-mile motorcycle handicap, professional—Won by Arthur Chapple, New York, scratch; second, Jimmy Hunter, Newark, 400 yards; third, Bert Sayer, Newport, 200 yards. Time, 5:57⅗.

Five-mile stripped stock motorcycle, amateur—Won by Fred Carroll, Springfield; second, Jim Pallado, Newburgh; third, Aime Theriault, Springfield. Time, 4:50.

Motor-paced match, professional—First heat, five miles, won by Bobby Walthour, Atlanta; second Clarence Carmen, Jamaica; third, Elmer Collins, Lynn. Time, 8:00. Second heat, ten miles, won by Collins, second, Carman; third, Walthour. Time, 17:41.

Birks Wins Springfield Club's Run

Traveling over roads on which it had rained almost continuously for two days, going through places where their machines were axle-deep in mud at times, George Birks, of Cornland, astride a Harley-Davidson machine finished in first place in the third endurance run given by the Motorcycle Club of Springfield, Ill.

The start was made from Springfield at 6 o'clock Sunday morning, September 6, and the riders were due back at the Springfield control at 4:22 o'clock Labor Day. St. Louis was the southern end of the run, the riders being due there at 12:12 o'clock Sunday afternoon, leaving there at 10 o'clock Labor Day for Springfield. In a field of 15 entries there were 14 starters.

Henry Hodge, on an Indian, finished in second place, his chances going glimmering when he broke a control wire. Hodge was forced to remain at a little village over Monday night to make repairs after parts were shipped from Springfield, and finished the following day, over 16 hours late, but in second place.

Birks, the winner of the run, finished over four hours behind schedule, but had half a day advantage over Hodge. Hodge, however, had little to fear from the other contestants, as there were but four to make the complete trip, the third man, Joe Best, finishing Wednesday afternoon, and Tom Kenney finishing 20 minutes behind Best.

Harley-Davidson Single Wins Honors

In the fifth annual Labor Day run of the South Chicago Motorcycle Club, Geo. Hazelquist, riding a 1911 belt drive Harley-Davidson single, carried off the honors. Not contented with winning the Lorenzer cup for this event, Hazelquist tied on the regular controls with D. Schwartz. The tie was run off on the 16th inst., and again the "one lung" Harley-Davidson took the premier position, capturing both cups.

The two-day endurance run carried the riders between Ft. Wayne, Ind., and South Chicago. This was a gruelling trip, as the old Michigan trail was in frightful condition. The fact that a 1911 machine won bears witness to the excellence of the machine and the skill of the rider.

Many other prizes, totalling hundreds of dollars were awarded at the banquet, where the two loving cups were presented. The scores:

Rider	Lorenzer Cup	S. C. M. C. Cup
G. Hazelquist	1,000	1,000
R. Anderson	983	997
C. Sandquist	982	998
O. Schwaiger	965	994
J. Hapgard	964	993
O. Peterson	961	986
A. Meyers	2957	976
H. Ridgeley	956	992
D. Schwartz	948	999
R. Blumstra	926	994
D. Dangels	926	994
G. Pardsen	918	963
J. Bresnahan	894	969
R. Anderson	855	982
G. Pieper	...	975

MARYLAND MILITIA TO HAVE CYCLING CORPS

State National Guard Perfecting Plans for Motorcycle Battalion—Riders Enthusiastic Over Prospect of Wearing the Soldier's Uniform

A motorcycle militia company will spring into existence in Baltimore, Md., if plans now being discussed by the Maryland Motorcycle Club and the Baltimore organization of the F. A. M. are carried out. The matter will be placed before the members of the club for action at its next meeting. The addition of such a force to the state troops will place it far ahead of all the other militia. As soon as action is taken by the motorcyclists the proposition will be taken up by General Maklin and General Gaither.

Such an organization carries with it unlimited possibilities. In the State of Maryland there are 3,000 registered motorcyclists, the majority of them being in Baltimore. The city could supply about 300 men, making a battalion of two or three companies, while the entire state ought to furnish a full regiment of 1,200 men. The riders propose to furnish their own machines, but will ask of the state the regular equipment furnished the troops.

Khaki outfits, similar to those used by nearly all motorcyclists, would be the service uniform, but the riders are planning a special dress uniform for parades, reviews and special occasions. The riders also plan to carry a band with them, the musicians being mounted on tandem seats behind the fighters. The motorcyclists are also considering the formation of a hospital corps as a second step, utilizing the sidecar for purposes of carrying the injured or attaching stretchers to the machines as trailers mounted on wheels. The riders are extremely enthusiastic over the proposition.

Rife Is Winner of Tacoma Run

Although a dozen of the 21 starters in the Portland Motorcycle Club's endurance run on the 6th inst. made the trip to Tacoma from Portland with perfect scores, they had considerable hard luck on the return trip to the Rose City.

Archie Rife, winner of the event, with a score of 984 out of a possible 1,000, ran into a mud puddle south of Kelso, Wash., and had to hire a mule to get his machine out of the mud. After crossing the Columbia River at Goble, all the machines had to be carried around a large puddle, where an auto truck had blockaded the road. The final score follows: Leonard Mahon, Harley-Davidson, 944; Morris Webster, Indian, 926; Joe Schantin, Merkel, 910; Clyde Fisk, Harley-Davidson, 889; Walter Erickson, Thor, 865; Charles Fornier, Harley-Davidson, 465; D. Farnum, and Herbert Yost. E. Christenson finished but did not qualify because he failed to get a checking card.

A Mud Lark of the Quincy M. C.

In an effort to dispose of the Hawthorne lighting outfit won by the Quincy Motorcycle Club of Illinois when it affiliated with the F. A. M. early in the year, the hardy riders of the club decided to award it to the winner of a 250-mile endurance run. Galesburg, Ill., was selected as the night control of the run, so on Sunday, 13th inst., eight members of the club started out. All went well for about 20 miles, when "Buddy" Schwartz, who was in the lead, ran out of oil near Prairie City. The next man to have trouble was Miller, who broke a wire control. As the bunch got near Avon, Fruhe had to stop on account of chain trouble, but he was fixed up in quick order and Galesburg was made in fast time.

The motorcyclists all had a good time in the "Brick City" and early Monday morning they set out on the return trip to Quincy. But they had neglected to take the weather man into their calculations and the riders ran into rain a few miles out of Galesburg. The rain came down in torrents and as the roads aronnd Galesburg are noted for their heavy clay surfaces the riders were up against it. All they could do was to plug along as far as their machines would go, put them up on the stands and foot it back to the nearest town and take a train home and wait until the roads were fit to ride over. All the riders say it was the hardest trip they ever took part in, but are determined to ride it over again, as they are all eager for the lighting outfit.

Motorcycle Used as a Vote-Getter.

Many men have utilized the motorcycle for drumming up votes during election times, but so far as is known the first woman to make use of the two-wheeler for this purpose is Mrs. Pauline Willison, of Chicago. Mrs. Willison is not campaigning in her own behalf, but for the candidates whom she favors for various offices. Mounted on a sturdy motorcycle decorated with campaign posters, she is going after the votes in a manner which she believes will win.

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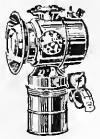

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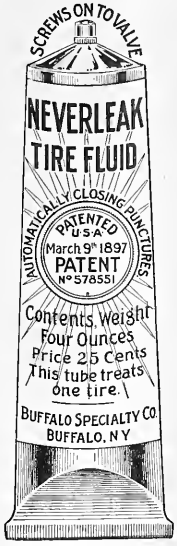

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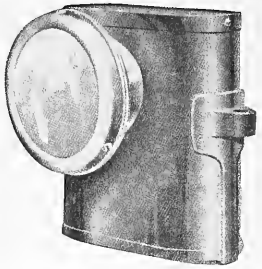

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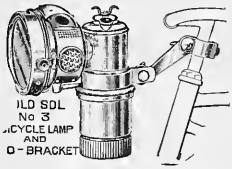

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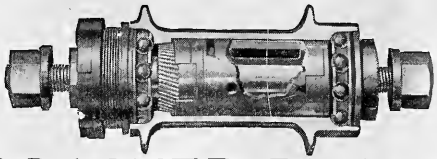

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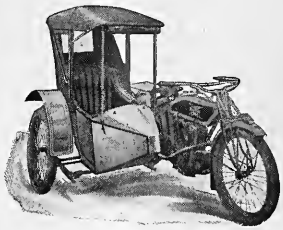

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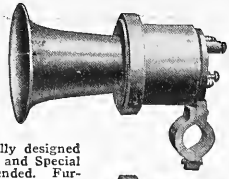

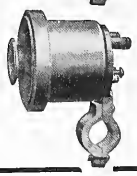

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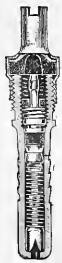

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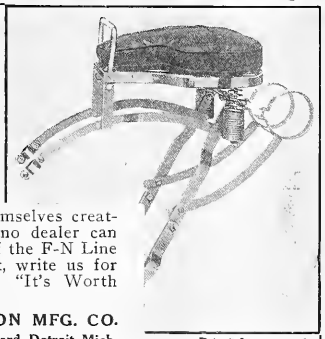

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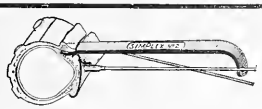

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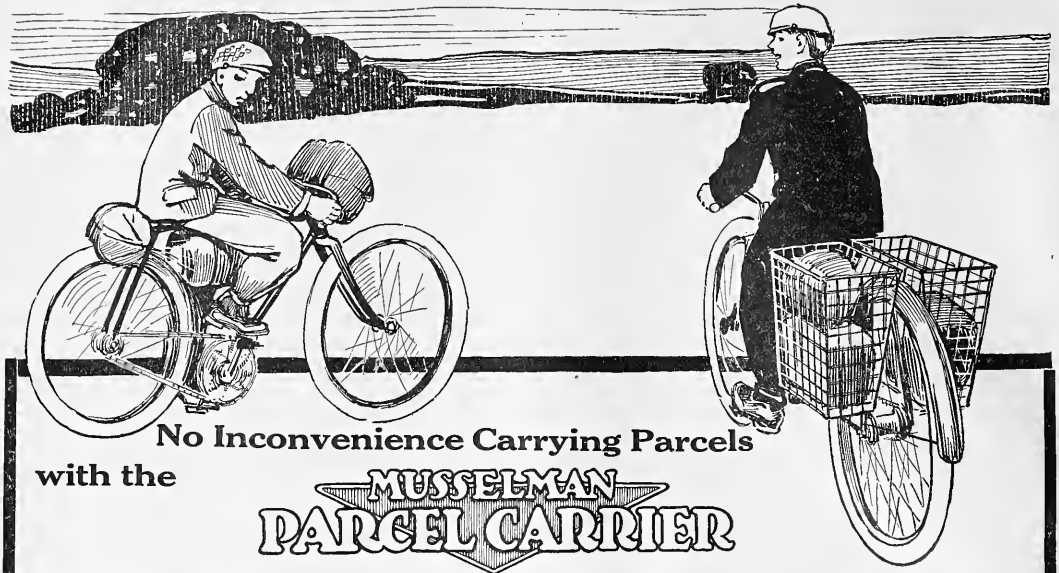

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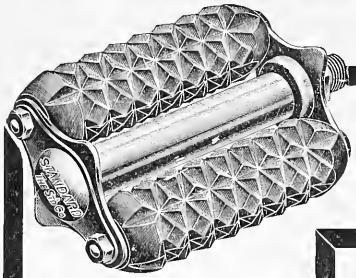
CYCLE MFG. & SUPPLY CO. **180 N. Dearborn Street, Chicago**



No. 3 MOTOR CYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products for the cycle trade include: Emergency axles, Sager Motorcycle Toe Clips, Diamond E Spokes, Bridgeport and Standard Pedals, Sager and Standard Toe Clips.

Standard No. 3 Motorcycle Pedals are made with big, soft, easy rubber cushions generously proportioned, that minimize the jars and bumps. The deep corrugations insure positive grip that makes the foot stay on. *You know what that means.*

THE STANDARD COMPANY
TORRINGTON, CONN.

79 Per Cent Increase
This Year

1912

1913

1914

A little over two years ago Victor Roos of Omaha started selling Harley-Davidson motorcycles.

The first year he sold 16. In 1913 he sold 47. So far he has sold 84 1914 Harley-Davidsons —an increase of 79% in the past year.

Roos is making money—his riders are satisfied—satisfied with their Harley-Davidsons and satisfied with the service Roos has given them.

It is true that Roos is a good salesman, but it is also true that with the Harley-Davidson line and the factory cooperation backing it up he has had an advantage.

Harley-Davidson Motor Company

Producers of High-Grade Motorcycles for More Than Twelve Years

787 C Street Milwaukee, Wisconsin

FISK

MOTORCYCLE TIRES

Red Top **Non-Skid**

BUY the tires that have the most features designed for *your* safety, *your* comfort and *your* economy. Fisk Non-Skid Motorcycle Tires are not only indispensable to your comfort, but to safe and economical motorcycling as well. They have been tested by motorcyclists in all parts of the country, in various altitudes, in diverse climates, on all sorts of roads. *Everywhere they have made good.*

We invite the most careful comparison with other motorcycle tires and especial inspection of our new Red Top Non-Skid, with its Red Tread and White Sidewall. Nothing is more certain than the superiority of this new Fisk creation. Dealers are urged to investigate! Write Dept. E.

THE FISK RUBBER CO.

Factory and Home Office: Chicopee Falls, Mass.

Fisk Branches in 45 Principal Cities

The Fisk Red Top Motorcycle Tire, with its Red Tread and White Sidewall, is the most attractive motorcycle equipment you can possibly imagine.

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, September 29, 1914 | Ten cents a copy Two dollars a year

Confidence at Springfield

ALL of the principal Indian dealers who visit the Indian factory at this time of year report an extremely optimistic 1915 outlook in their various territories.

They form a solid front of confidence.

They back their belief and judgment with substantial orders.

They are getting ready NOW to develop the big profits of the coming season.

These men have made conspicuous successes in the motorcycle business. They have not only acquired a great deal of money, but have achieved also the enjoyable recognition which results from having a place as an able merchant.

The advantages of being an Indian representative are so many and good that the thoughtful, ambitious business man in the motorcycle or allied fields should investigate them from top to bottom.

We have a number of opportunities now for NEW Indian dealers. Exceptional opportunities in active vicinities where the Indian man has a clear track to success.

Get ready for 1915!

Put your confidence with ours. Write me personally if you want some splendid Indian territory for your 1915 wig-wam.

FRANK J. WESCHLER,
Treasurer and Sales-Manager.

HENDEE MANUFACTURING CO., Springfield, Mass.

Largest Motorcycle Manufacturers in the World

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis Denver San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

No slip in braking or in forward driving in the

ATHERTON
Coaster Brake
FOR BICYCLES

In the 1912 model there are three braking surfaces, giving as much or as little braking effect as the rider chooses.

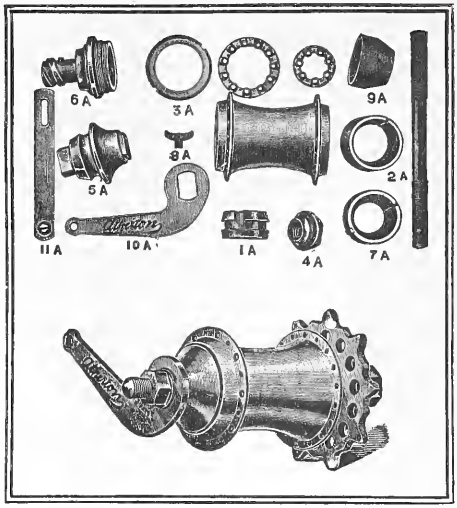
Two driving points of contact make certain that there is no possibility of slip in the forward drive.

In every Atherton coaster brake there is satisfaction for both the rider and the dealer. It is the brake that affords absolutely free coasting and perfect braking.

Get the up-to-date coaster brake while you are about it.

It stays right!

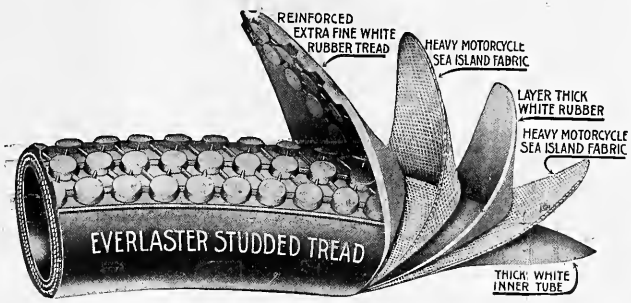
QUOTATIONS AND DESCRIPTIVE MATTER ON REQUEST



D. P. HARRIS HARDWARE CO., Distributors

48 Warren Street, New York

Licensed Coaster Brake Manufacturers



The Old Reliable

The original heavy fabric tire.

Two years old and just as good now as when first introduced.

Our 1915 line of other grades of Bicycle Tires and Bicycle Inner Tubes is worth your consideration.

Kokomo Rubber Company

Kokomo, Indiana

Last Call

For advertising in the two big Show Issues of

The Bicycling World Founded 1877
and
Motorcycle Review

October 6

This issue will be the Forecast Number.

It will be distributed from our space at the Chicago Show and we aim to make it a guide book to the exhibits.

October 20

This will be the Report Number and will contain the complete story of the show.

Views of exhibits, descriptions of new goods and will be the first announcement of many 1915 improvements.

Reserve Prominent Space in Both These Issues—Do it Now

BICYCLING WORLD and MOTORCYCLE REVIEW
239 WEST 39th STREET, NEW YORK

Please mention this publication when writing to advertisers

The Winning Bicycle Tires

Goodyear-Akron Bicycle Tires have won from the very start. Their innate quality is apparent at first glance. And their beauty is fully in keeping with their quality. No tire at any price could offer more.

Perhaps the best evidence of all this is the fact that many leading bicycle manufacturers have already contracted for Goodyear-Akrons for next year. Such endorsement can be won on nothing short of master quality.

Selling Everywhere

Goodyear-Akrons' first season is not yet over; yet they are winning their way everywhere. Heavy advertising in a big list of national publications has told their story to over twenty million families month by month. Riders everywhere have come to know that at last they can get a real quality tire at a reasonable price — that Goodyear methods, equipment and output insure a high quality standard for which others must charge twice the price.

GOODYEAR
AKRON
Bicycle Tires

Dealers Win

And in aggregate sales Goodyear-Akron dealers are increasing their bicycle tire profits. Dealers everywhere realize that just as surely as Goodyear Automobile and Motorcycle Tires have won first place in their fields, just as surely are these Goodyear-Akron Bicycle Tires rapidly winning first place in theirs.

Goodyear prestige is something not to be hazarded. Which means that Goodyear-Akron Bicycle Tires more than have their own way to make. They must be worthy the name — must measure up in every way to the high standard of other Goodyear products.

Act Now

Dealers everywhere are fast stocking up with Goodyear-Akrons. Place your order in good time to reap the advantages of the heavy advertising that is being done.

With the Goodyear-Akron proposition for dealers is included a wonderful merchandising book, "New Ways to New Business." This is a big book of 32 pages; beautifully printed in colors; full of trade helps that you can use in every department of your business; it brings to you a host of trade-winning material, from ready-written advertisements to free tire racks.

Write today for it and the Goodyear-Akron dealer proposition. Write NOW.

THE GOODYEAR TIRE & RUBBER COMPANY, Dept. 228, Akron, Ohio

Toronto, Canada **London, England** **Mexico City, Mexico**

Dealers Everywhere. **Branches and Agencies in 103 Principal Cities.** **Write Us on Anything You Want in Rubber**

Makers of Goodyear No-Rim-Cut Automobile Tires

Are You

AS a dealer are you satisfied with the net results of your 1914 business?

Have your sales been up to expectations?

Are your riders satisfied with the motorcycle you have been handling?

Service is the most important thing in selling motorcycles. Has the machine which you have sold stood up to the service demanded?

Has it had exclusive selling features?

Has it made good?

Has it been backed up by the factory to the extent that the 1914 season has been profitable to you?

Harley-David

Producers of High-Grade Motorcy

Milwaukee,

Satisfied?

The Harley-Davidson selling organization shows an increase of 715 dealers for the 1914 season. This is a matter of record, and our records are always open for the inspection of interested dealers.

It is general knowledge in trade circles that Harley-Davidson business for 1914 shows a greater increase than the combined increase of all other American motorcycle manufacturers.

These facts offer tangible proof that the Harley-Davidson proposition is a profitable one.

If you are contemplating a change—if the Harley-Davidson line looks good to you, and if you feel that you would like to tie up with a live, progressive organization, get in touch with us now.

Don't wait. Waiting will not get you anything. Immediate action may.

son Motor Co.

les for More Than Thirteen Years

Wis., U. S. A.

The HANDY ELECTRIC MOTORCYCLE HEADLIGHT

DEALERS'
SIMPLICITY—STRENGTH
SATISFACTION

These three words are constantly written us by riders who have equipt with THE HANDY ELECTRIC HEADLIGHT.

ARE YOU AWARE of the selling value of these three words? Used by the Riders, they mean money to you.

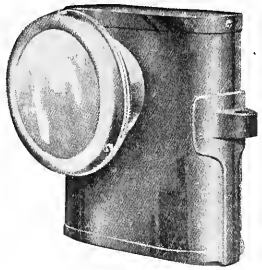
Write for particulars

Handle "THE HANDY"

The Head Lamp is supplied with current from two ordinary dry cells which can be obtained in any hardware store and yet burn from 36 to 40 hours intermittently without replacing the cells. This high efficiency is obtained through the use of a specially constructed tungsten bulb. The average cost is less than one cent an hour to operate. The Tail Light is fitted with ruby lens, throws a white light on the number plate, is switched on from the seat and is a real ornament on your cycle.

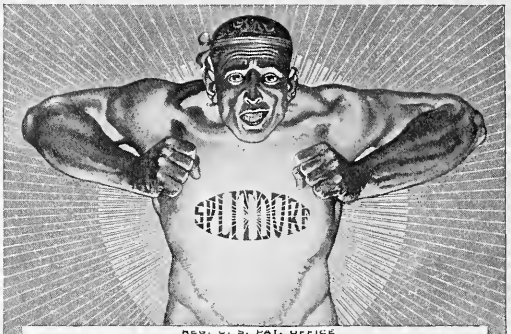
Head Light with Bulb, Bracket and Switch $8.75

Tail Light with Bulb, Bracket and Switch 5.50



LAMP DEPT.

M. S. KENDALL CO., Highland Park Detroit, Mich.



REG. U. S. PAT. OFFICE

A MILE IN .39 FLAT

Ed. Harmer, professional racer and owner of an *Excelsior*, tried a SPLITDORF MAGNETO on his machine on the Detroit Motordrome recently, and, first time out with the new equipment, made a WORLD'S RECORD.

Specify Splitdorf

SPLITDORF ELECTRICAL COMPANY

ATLANTA	10-12 E. Harris St.	LOS ANGELES	1215 S. Hope St.
BOSTON, St. Germain and Mass. Ave.		MINNEAPOLIS	34 S. 8th St.
CHICAGO	64-72 E. 14th St.	NEWARK	290 Halsey St.
CINCINNATI	811 Race St.	NEW YORK	18-20 W. 63d St.
DALLAS	402 S. Ervay St.	PHILADELPHIA,	210-212 N. 13th St.
DAYTON	427 E. 3d St.	SAN FRANCISCO	1028 Geary St.
DETROIT	972 Woodward Ave.	SEATTLE	1628 Broadway
KANSAS CITY	1827 Grand Ave.	TORONTO	469 Yonge St.
LONDON		BUENOS AIRES	

"The A. B. C. of Electricity"

will be interesting reading to all motorcyclists, as electricity is continually being used more and more in motorcycle equipment.

A 114 page book, bound in scarlet cloth, written by Wm. H. Meadowcroft and endorsed by Thos. A. Edison.

Price 50c. Post Paid

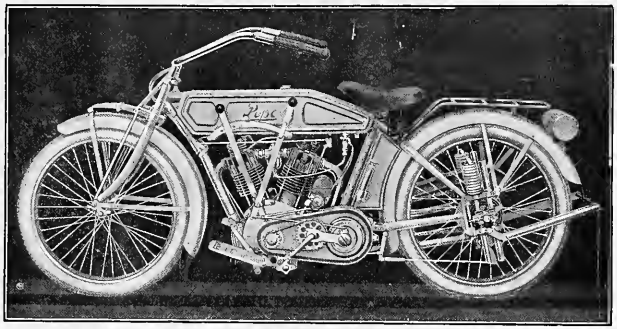
BICYCLING WORLD and MOTORCYCLE REVIEW

239 West 39th Street, New York

POPE MOTORCYCLES

Invite Inspection, From Front Fork To Rear Stand

PARTICULAR attention is called to our Two Speed Model R-14 where scientific application of clever mechanism greets the eye. Graceful lines coupled with skilled workmanship and laboratory selected metals gratify the most critical buyer and compel admiration for its strength and simplicity.



THE compactness of all parts, the safeguards in gear control, luxurious Pan Dandy saddles, and extra large Renold chains, together with our exclusive shock absorbing devices make this machine the ideal for extensive touring under the hardest road conditions.

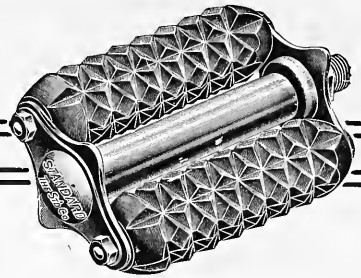
Model R-14—Price $285.00

Our Handsome Catalog Describes Our Machines in Full and Should Be Read Thoroughly

To Ride a Pope Motorcycle is to Gain a New Delight in Life

THE POPE MANUFACTURING COMPANY, 4 Cycle St., Westfield, Mass., U. S. A.

World Renowned Makers of Bicycles **Over Fifty Distinct Present Models**



No. 3 MOTOR CYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company

TORRINGTON, CONN.

Our Service Must Be As Good As Our Product

It is not only the aim of the Corbin Screw Corporation to furnish their patrons with

Automatic Screw Machine Work

of the highest quality, but also to make deliveries within the shortest possible time.

Remember! When placing an order with the Corbin Screw Corporation you are placing it with a Company which for years has been known to give equal consideration to

Quality and Service

We realize that the satisfaction of our patrons is dependent on the one as much as upon the other. And therefore we have adhered strictly to a single standard.

Corbin Quality and Corbin Service are By-words in the trade.

Estimates cheerfully furnished on receipt of blue prints and specifications.

We carry in stock a most complete line of United States Standard Cap and Set Screws as well as S. A. E. Standard Cap Screws. An unequalled stock of ASME Standard Machine Screws always on hand. Prompt shipments assured.

Your inquiries relative to Machine Screw Nu's, Thumb Nuts, Thumb Screws, Stove Bolts, etc., will receive our immediate attention.

THE CORBIN SCREW CORPORATION

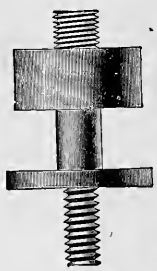
THE AMERICAN HARDWARE CORPORATION, Successors

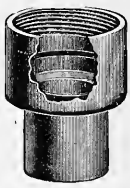
New Britain, Conn.

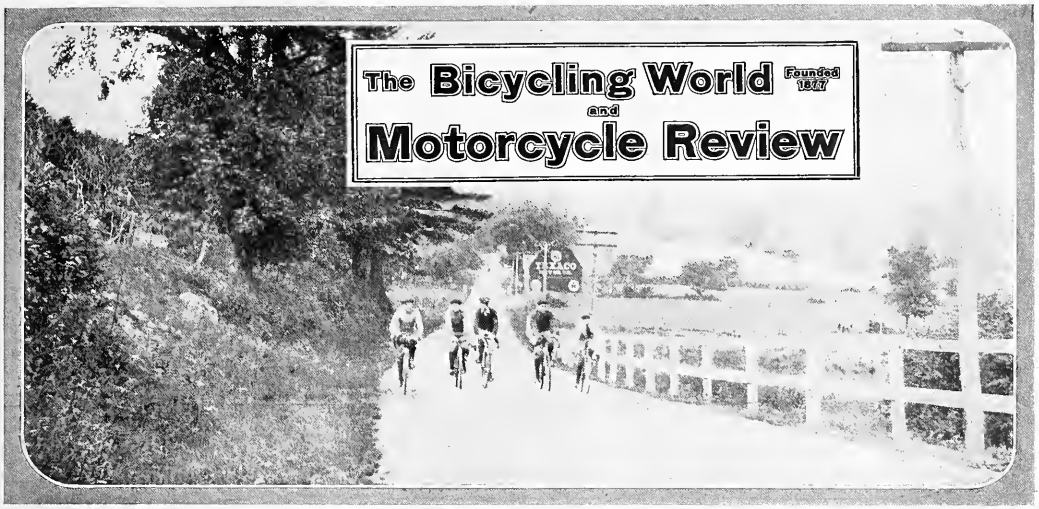
BRANCHES: New York Chicago Philadelphia

Makers of Corbin Brakes and Automatic Screw Machine Parts

The Corbin Screw Corporation will exhibit a complete line of their bicycle and motorcycle brakes, Corbin-Brown Motorcycle Speedometers and a line of Automatic Machine Screw Parts, at the Chicago National Motorcycle, Bicycle and Accessory Show from October 12th to 17th. Space 73.







Vol. LXX New York, September 29, 1914 No. 2

The Week's News : : at a Glance : :

Harley-Davidson Brings Out Three-Speed Model
Export Business Presents Difficulties
Wolters Wins Wisconsin Feature
Savannah Selects Thanksgiving Day for Second Grand Prize
Baltimore Grand Jury Opposed to Tandem Riding
Notables Gather at Pitman Dinner
Hartford Veterans Form Permanent Organization

SPECIAL FEATURES

A Bicycle Tour in the Berkshires
Hangge Wins Missouri Road Race
Cycles in Europe's Big War
Selling Hints to Dealers
Racing and Trade News

Motorcycles Contraband of War

American Manufacturers Must Face Serious Problem in Making Shipments to European Countries Owing to the Liability of Seizure

The war in Europe is going to cause many of the factories overseas to shut down. This will undoubtedly lead to a greater export of American-made machines for several years to come. But during the period of actual warfare the American dealer must watch his shipments carefully on account of the contraband laws. It is reported from the other side that the branch of the Harley-Davidson concern in England had an order for some dozens of motorcycles from the Russian government; war broke out before they could make the shipment, and now they are unable to ship the machines without incurring great risk of capture by the German cruisers in the Baltic.

Of course, in this case the machines are consigned to a government involved in the war. That fact alone would render them liable to be seized as contraband. Motorcycles or bicycles equipped for war are "absolute contraband" and are liable to be seized when shipped in the vessel of one power at war by the warships of the nations at war with that power. If taken on a neutral vessel, when consigned to a hostile belligerent, they will be liable to confiscation. Machines available for use in war, though not specially equipped for that purpose, will probably be taken if the chance offers by the war vessels of a hostile nation.

Take an actual example: An American dealer ships a machine to a British buyer in a British vessel; the entire ship stands a chance of being stopped and carried off by a German cruiser. Now, if the same dealer chooses a Dutch steamer to send his wares in, the German cruiser may stop it on the high seas, send an officer aboard to search for contraband, and discover the motorcycle, which is a "machine available for warfare," consigned to a man in England. Whatever the pros and cons of the international ruling may be, that German is pretty apt to walk away with the dealer's consignment. If, however, the machine is consigned to a man in Holland, nothing short of downright piracy could seize it.

Owing to the recent proclamation of King George that a man may be found

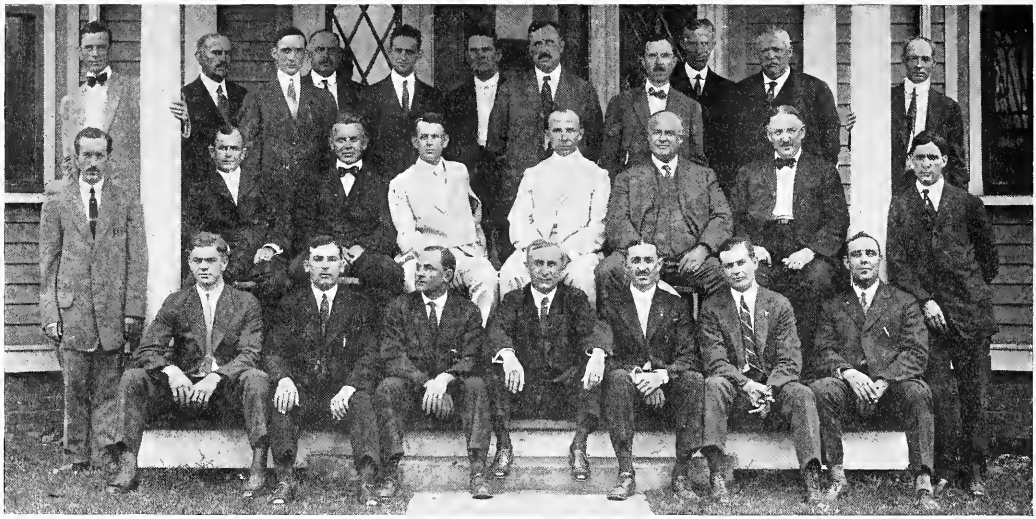
guilty of treason who trades with the enemy through an agent, British and Canadian motorcycle dealers have been obliged to scan their order blanks carefully for the trace of a German name. The result of this is that since the issuing of the imperial proclamation dealing with trading with the enemy, no German or Austrian goods have been allowed into the country, either directly or by way of agencies in the United States.

A number of German firms across the border have been circulating stories to their former customers in Canada that their Hamburg and Harburg factories are now in operation and arrangements are being made to ship the goods to Canada by way of neutral ports, and in reply the Customs Department declares that the goods will not enter Canada.

Not only are our cousins across the water and in Canada unable to trade with German-named firms, but they must sever all connections of any kind with German-owned firms.

England is making war on German trade in many ways other than by cruisers and siege guns. German patents have been annulled, German concerns in the United Kingdom have been taken over by the government, and now the dealer across the sea must find where the capital of the concerns that he has been accustomed to trade with is located. Verily the endorsement "Made in Germany" has come to be a danger mark rather than a mark of merit for our English cousins.

So it seems that the only two-wheelers not liable to seizure on the seas are machines not equipped for war, shipped in neutral vessels, and consigned to individuals in neutral nations.



POPE'S SELLING SPECIALISTS SNAPPED AT THE ANNUAL CONVENTION AT WESTFIELD FACTORY

STOCKED WITH KNOWLEDGE POPE FORCE AGAIN ON ROAD

At the close of the Pope salesmen's recent annual convention the executive force of the production and sales ends of the business were grouped with the salesmen and the photograph shown herewith taken. As this force is known to practically all the trade throughout the country either by personal contact or correspondence, the picture is of more than ordinary interest and the following explanation is given, showing who are included in the photograph:

Top row (left to right), T. R. Carpenter, correspondent; F. W. Starr, publicity manager; C. P. Gorman, credit manager; P. L. Montgomery, correspondent; E. W. Herzog, correspondent; F. B. Rau, assistant factory manager; L. D. Harden, sales manager; J. P. Fogarty, manager; Wm. Boyd, assistant superintendent; F. W. Pratt, superintendent; G. A. Cary, correspondent. Second row (left to right), F. L. Merril, order department; C. T. Quinn, salesman; C. A. Leander, salesman; T. B. Hallbourg, salesman; Joseph Redlinger, salesman; M. G. Littefield, salesman; B. A. Edgar, special representative; H. A. Stillman, foreign department. Third row (left to right), Salesmen Frank R. Swayne, Alvin Redlinger, C. B. Hull, D. G. Ryan, David L. Marshall, O. J. Oberwegner, Edward Rischel.

The salesmen started out with the avowed intention of being advance agents of prosperity and with the firm belief that the trade to whom they are so well known will give them a hearty welcome.

Firestone Sales Convention Coming

The annual sales convention of the Firestone Tire & Rubber Co. will be held the third week in October at the factory in Akron, O. More than 250 men will attend from all over the country.

Gasolene may not escape a war tax after all. After having been once put into a proposed bill and taken out, it has been again included in the draft of the emergency revenue measure by the Ways and Means Committee of the House of Representatives. As the bill now stands it taxes gasolene two cents a gallon. This is to be paid monthly by the producers, but in the end the consumer will undoubtedly pay it all.

The bill will raise about $105,000,000 to make up for the loss of income from imports due to the war and other causes and contains other items which will have their effect upon members of the motorcycle trade.

The casualty, fidelity and guaranty insurance tax of one-half of one per cent of the premium charge, as in the law of 1898, will be reenacted.

Leases, agreements, memoranda or contracts for hire, taxed in 1898, will be untaxed by the present bill.

Harley-Davidson Offers Three-Speed Model

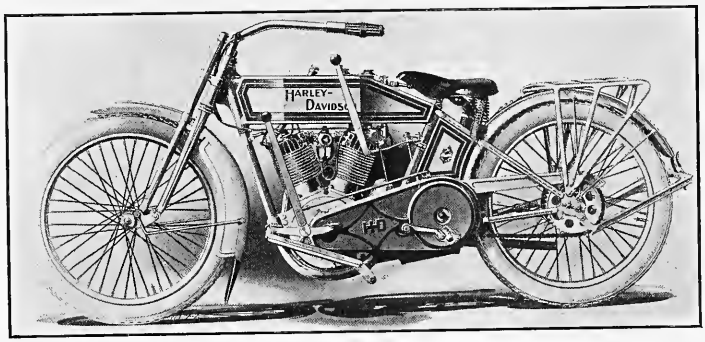
Remarkable Departure Noted in Model That Will Be Feature for 1915—Mechanical Lubrication, Increased Power and Close Coupled Model Also New

Strikingly emphasizing the increased popularity of the sidecar and the fact that motorcycle manufacturers are coming to realize more than ever the necessity of multiple geared machines for use in connection with the passenger carrying combinations, comes the announcement that the leader of the Harley-Davidson line for 1915 will be a three-speed twin. It is rated at 11 horsepower—even stronger than that, the 11 horsepower is guaranteed as well a speed of 65 miles an hour, marking a new departure not alone in Harley-Davidson practice or policy, but in the policy of the whole American motorcycle manufacturing trade.

But there are other and hardly less important changes in the Harley-Davidson line. Not the least important is the increase in the horsepower of the motors, the twins to 11 horsepower from a rating of 8 last year, and the singles to 6 from 5, which has been attained, not by increasing the cylinder dimensions, as might logically be expected, but by refinement of details making for higher efficiency. That the power increase is real and not simply theoretical can be gathered by the guarantee as to power and performance. The automatic lubrication system which was to be expected on the new models in view of the fact that it was one of the fitments used on the Harley-Davidson speed model which made its bow a couple of months ago has been embodied in all the new models; the brake has been improved, the muffler made more easily removable as well as more nearly silent, and the saddle position has been lowered two inches, making for increased comfort.

The 1915 line embraces five models, of which three are twins and the remaining pair single. They are designated as follows: 11-B—6-horsepower single; 11-C, 6-horsepower single, two-speed; 11-E—11-horsepower twin; 11-F, 11-horsepower twin, three speed; 11-K—11-horsepower twin, short coupled model. The two-speed twin, it will be noticed, is no longer included in the line.

Regarding the motor changes and the methods by which the increased power has been attained without a corresponding increase in the cylinder dimensions, undoubtedly the most telling of these is the addition of the mechanical oiler in place of the semi-automatic system which heretofore was used and by means of which the lubrication is at all times regulated to just the needs of the machine, reducing friction and carbon—both of them causes of power loss—to a minimum. The oil pump, which is formed integral with the timing gearcase, as is clearly shown by the accompanying illustration, is of the plunger type, but in place of ball check valves, which are more or less liable to stick or fail to operate during cold weather because of the ball floating on the heavy oil, there is a very simple rotary valve which fully and positively controls the flow of oil through the pump and which, it is claimed, cannot possibly go wrong. The operation of the pump is best made clear by reference to the cutaway illustration. A is the plunger of the pump, which is operated by the cam C formed at the base of the rotary valve B. It will be seen that the cam forces the plunger up in the pump cylinder against the action of a coiled spring which causes the plunger to return again following the contour of the cam. The rotary valve with the cam is driven in accordance with the speed of the motor by means of the worm gearing D from the timing gear train. Above, the rotary valve is cored for a short distance and ports are formed communicating with the central passage. The lowermost port F is constantly open to the port E leading to the pump cylinder, so that the central passage in the valve is always open to the pump. The post G is so formed that it opens to the oil inlet pipe from the tank, shown at H, only when the pump plunger is on the down stroke, and is closed tightly at all other times. Likewise the port I is arranged to communicate with the passage leading to the oil sight J only when the plunger is on the up stroke. It is obvious then that on the down stroke oil is drawn from the supply tank into the pump through pipe H and port G, to be forced upon the return stroke through port I and sight J to the crankcase of the motor and the various surfaces requiring lubrication. The quantity of oil supplied can be regulated to a nicety by means of the stop screw K, which regulates the length of the stroke of the pump plunger and can be locked against unintentional shifting by means of a lock nut. Screwing the stop screw in shortens the length of the stroke and reduces the quantity of oil and vice versa. By removing the cap screws at the top of the pump cylinder and the valve chamber, the whole mechanism can be instantly got at when need be. It is pointed out that the oiler is correctly adjusted at the factory and that under ordinary operating conditions there is no need of altering the adjustment or otherwise tampering with the very simple oiling system.



MODEL 11-F THREE-SPEED 11 HORSEPOWER TWIN—$275

The hand pump for supplying oil to the base of the motor is retained on the 1915 models, but it is for supplementary use only and should be used only when the motor is pushed very hard or otherwise abnormally treated, as for instance, for supplying a quantity of oil to the base chamber after the motor has been flushed with kerosene. The 1915 Harley-Davidson motors have the crankcase drain plug located at the side of the crankcase near the bottom, making it a very simple matter to drain the fouled oil from the crankcase.

The crank pin bearing consists of a four-row roller bearing, a set of two rows of rollers running on each connecting rod, both on the same crank pin, of course. The pin itself has been enlarged to 1 inch in the new motor from ⅞ of an inch, which formerly was used, the increase in the diameter being deemed expedient because of the phenomenal increase in the motor output. Likewise, and for the same reason, the bearing width has been increased ⅜ of an inch and now stands at 1¾ inches. The increase in size amounts to 46 per cent, considering the bearing surface. The new bearing, it is claimed, requires the least amount of lubrication of all types and is at the same time silent and as near frictionless as it is possible to attain making for longevity. The drive side crankshaft bearing is a large self-aligning annular ball bearing and the gear side bearing is of high duty phosphor bronze of special analysis.

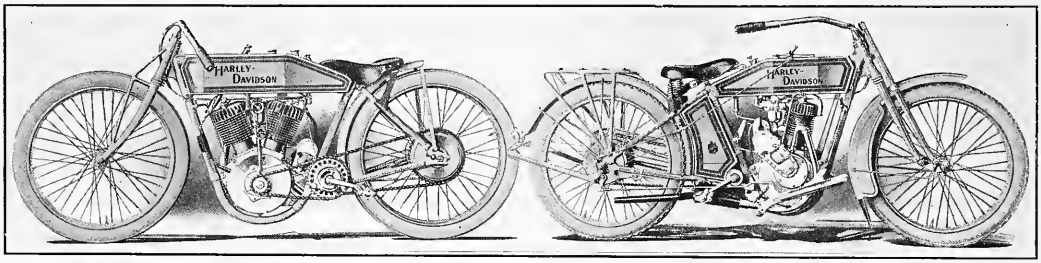
Redesigning of the cylinders to the end that the port areas have been considerably augmented facilitating the passage of the gases in and out of the combustion chamber, the fitting of a faster valve mechanism, fitting of new type and larger inlet valves with 45 degree seats instead of the mushroom type, correspondingly increased diameters of both inlet and exhaust manifolds and heavier flywheels, are some of the new features incorporated in the motor design that have given rise to the increased power output. In this connection it might be added that careful and precise balancing have eliminated the last trace of vibration from the motors, while the increased weight of the balance wheels also tends toward smooth action. A large gear-driven rotary breather valve has been fitted to the crankcase and has been chiefly responsible for the elimination of any hissing sound emanating from the escape of the compressed air, while at the same time it has reduced the crankcase compression as much as 70 per cent and reduced all chance of the entrance of moisture and dirt to the mechanism. At the same time it is urged that the reduced pressure is responsible for an increased speed of 50 revolutions a minute.

The enclosed exhaust valve springs which were introduced on the 1914 models have been retained and both the inlet and exhaust valve tappets have been made adjustable. The intake valve housing is fastened to the cylinders of the new motor in such a manner as to make an absolutely gas tight fit without the use of gaskets. Roller arm studs are larger in diameter and are now ground to size. In the twin motors, the new connecting rods have tie bosses across the bottoms of the forked ends, making for rigidity. The wrist pin bearing has not been neglected and is provided with a new arrangement for lubrication. A double spiral groove acts as a distributer of oil, while a slot in the top of the wrist pin bearing serves as a trough for catching and retaining the oil.

The new muffler is made entirely of pressed steel and while in appearance it is more compact and neater than the old design in reality it has greater capacity and more room for complete expansion of the gases before final passage into the open air. All of which means that the new muffler approaches even more nearly complete silence than did the old. The muffler is attached to the frame by a pair of nuts and is detachable in less than two minutes. It is fitted with a larger tail pipe and with a foot operated cutout.

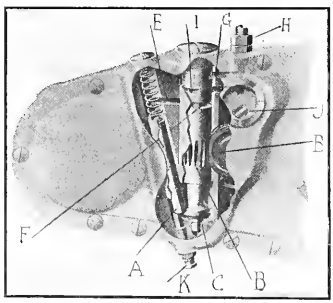
Conforming with other changes, the tanks on the new models have been increased in size as well as the supply pipes and the hand pump has been formed integral with the tank unit, and has been provided with an ingenious locking arrangement to keep the plunger down and to prevent meddling. A new type of primer has been fitted to the sides of the cylinders, involving the use of neither ground joints, washers or springs. The tool boxes also have been increased in size somewhat.

The three-speed gear which is fitted to the multiple geared twin is of the automobile type, embracing the use of

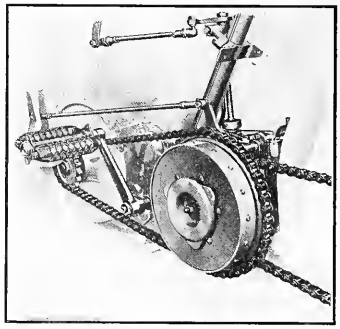


MODEL 11-K STRIPPED STOCK TWIN SHOWN HERE WITH SHORT COUPLED FRAME—$250

MODEL 11-C SINGLE, 6 HORSEPOWER, TWO-SPEED, GUARANTEED 50 MILES PER HOUR—$230

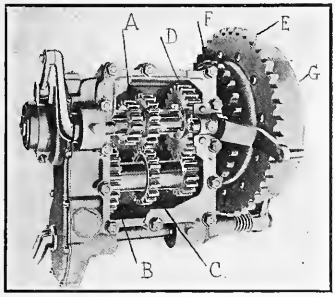


CUTAWAY VIEW OF OIL PUMP



FREE WHEEL AND STEP STARTER

sliding gears on a splined shaft, and is placed, together with the clutch, directly behind the bottom bracket; the crank hanger for use in connection with the step starter, which is retained in the new models, is formed integral with the gear casing. The operation of the gearing is best shown by reference to the lettered diagram. In the figure, E is the sprocket driven by means of the short chain from the motor. With the clutch G disengaged, it alone revolves when the motor



THREE-SPEED TRANSMISSION

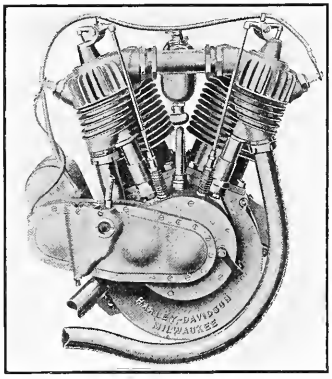
is running. When the clutch is engaged, however, being keyed to the splined shaft it causes the slidable pinions A to rotate. When the pinions A are slipped along the shaft so that the smaller one of the pair engages with the pinion B on the lay shaft, low speed is engaged and power is transmitted through the lay shaft to the pinion D which is keyed on a sleeve with the driven sprocket F. Power is transmitted from F to the rear wheel sprocket by means of the long chain. When the slidable gear is so positioned that the larger of the two pinions engages with the second gear on the lay shaft, as shown by the accompanying illustration, second gear is provided, while when it is slipped close up to wheel D so that the teeth on D engage with those on the side of the slidable gear—not visible in the diagram—direct drive is provided, the shaft and the collar and consequently the two sprockets being locked together so that they revolve at the same speed. The gear ratio is such that with the standard 3.89 gearing provided by the sprockets and chains when the high speed gear is engaged, the intermediate gear gives a ratio of 5.83, while with the low speed engaged the ratio is still further reduced to 8.75.

The gears are of eight pitch and provided with half-inch face, considerably more than ample to do the work expected of them, and are made of heat-treated steel. Large generous ball bearings and high duty phosphor bronze bushings carry the loads on low and intermediate speeds; on high the transmission is free running. The shaft centers are placed as close together as has been found practicable, thus not only permitting of compact construction, but also making for extreme rigidity. Another feature is the special interlocking device which absolutely prevents the shifting of gears without disengagement of the clutch. This also is shown by one of the illustrations and comprises a sector provided with four stop teeth, which is mounted on the gear shift rod so that it revolves with it. Engaging the teeth on this sector is a dog or pawl which locks the sector in position whenever the clutch is engaged and releases it when the clutch is out. With the sector locked in any one of the four positions corresponding to the three speeds and neutral position, it is impossible to shift the gears without first releasing the clutch and lifting the dog from engagement with the sector. The device is simple and positive and practically trouble-proof.

The gear shift control is shown by one of the other illustrations and comprises a plate mounted on top of the tank with a sidelever sliding along it and certain stops corresponding with the various speeds. Shifting the lever forward from the neutral position provides low speed, while back provides intermediate and high speeds. The lever is positioned handy to the hand of the rider.

The clutch is of the same construction as is used with the other models in which it is mounted on the rear hub. It is of the disk type with the plates of ample size and has earned no mean name for itself under the style "free wheel control."

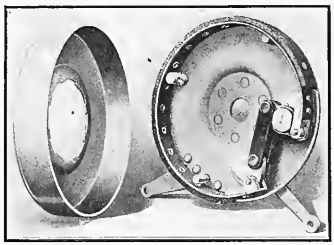
Also resulting from the increased horsepower, or rather due to it, it has been deemed expedient to increase dimensions of the elements of the transmission system the better to fit it for



SHOWING OIL-PUMP LOCATION

the heavier service, and to this end the sprocket diameters have been increased, the engine sprocket now being provided with 16 teeth, while the chains have been made considerably wider.

The two-speed gearing of the shuttle shift hub type which is fitted to the single two-speed model, has been retained, with but a single exception, in the same form as was used last year. The exception is the addition of a roller bearing to the drive side instead of the ball bearing which formerly was used, thus increasing the life of the device.



THE DOUBLE-ACTING BRAKE

As was said before, the band brake which first was applied to the Harley-Davidson last year and which is of their own design, has been improved somewhat to the extent that it now is double acting; that is, it will hold the machine in either direction, making for greater safety when used in hilly country in connection with a sidecar. The frame connection also has been made stronger. The brake is fully enclosed against the entrance of dust and dirt and is adjustable for wear by a very simple outside adjusting device.

There are many other improvements embraced in the line. The clutch lever, for one thing, has been altered slightly, the lever having been shifted farther toward the front of the machine and attached rigidly to the foot control pedal, thus eliminating several parts and making for greater simplicity. The handlebars now are made of pressed steel, tubular in shape, and it is claimed that by actual test they are over 100 per cent stronger than the tube construction used heretofore. A substantial lamp bracket lug is fitted to the front fork and grease cups have been fitted in place of the small oilers on the spring fork rocker plates.

The entrance of the close coupled model, of course, was not unexpected, but marks a radical departure from the Harley-Davidson practice. The model is practically built to suit the individual requirements of the rider, frame, fork, bars,

Miami Salesmen Face the Camera With 1915 Ammunition

HOW THE MAIN ARMY OF INVASION APPEARED WHEN ABOUT TO START FOR THE FRONT

lubrication system, clutch and many other features being optional.

At the time of the completion of the additional buildings to the Harley-Davidson plant last year it was confidently predicted that the increased manufacturing facilities of the company would shortly be reflected in a lower price to the consumer. The prophecy now is borne out and the 1915 models will be offered at a lower figure than their predecessors. This decrease is due to the increased production and its consequent lower cost to the manufacturers who in turn will share the saving with the consumer.

The prices on the 1915 models, F. O. B. Milwaukee, will be as follows: Model 11B, 6 horsepower, single, $200; 11C, 6 horsepower, single, two-speed, $230; 11E, 11 horsepower, two-cylinder, $240; 11F, 11 horsepower, two-cylinder, three-speed, $275; 11K, 11 horsepower, two-cylinder, with standard frame or short coupled frame, $250.

A permanent office has been opened in Detroit in rooms 1317-1318 Dime Bank building, by the Lovell-McConnell Mfg. Co., Newark, N. J., manufacturers of the Klaxon and Klaxonet warning signals. Charles Johnson, special representative from the home offices, has located permanently in Detroit and is in charge of the office.

Merkel Sales Force Spread Out Over the Country

Having been mobilized at the factory in Middletown, O., the Army of Invasion of the Miami Cycle & Mfg. Co. are now prepared to sally forth in their annual campaign among the dealers. Preliminary to their departure the entire sales force faced the camera and then started to their respective territories.

During the sales convention which came to a close last week the traveling men were educated in the details of the 1915 models and they went out into the field full of enthusiasm and confident of a record breaking season. They expressed the belief that the new Musselman positive drive coaster brake is going to have a tremendous demand.

Referring to the picture, in the back row, reading from left to right, is Mr. Chas. R. Miller, second vice-president and works manager; W. G. E. Tytus, superintendent of the material department; James W. Ash, secretary and manager of sales; W. Kent Thomas, who will call on the trade in northern Ohio, western Pennsylvania and western New York. Standing next to him is H. S. Wise, assistant manager and treasurer. In the second row standing is F. P. Lee, who will travel southern Illinois, Iowa, Nebraska and Missouri. In the middle, with the cap, is F. E. French, who will have Minnesota, North and South Dakota. On the right is L. W. Weiman, head of the order department. In the front, reading from left to right, is R. H. Smith, whose headquarters will be in New York City, from which point he will cover Long Island, northern New Jersey and southeastern New York State. Mr. S. P. Fetter, next, will have the southern peninsula of Michigan; H. A. Gliesman, third from the left, will have eastern Illinois, Delaware, eastern Maryland and Virginia. W. M. Sheets will travel through northern Illinois, Indiana, western Kentucky and western Tennessee. D. R. Jones, fifth from the left, will cover Colorado, Wyoming, Iowa and part of Kansas. C. E. Miller, third from the right, has charge of the routing of the Miami sales force and other details in connection with the follow-up system. Mr. Geo. Strodtbeck will travel Ohio, West Virginia, eastern Kentucky. C. A. Van Doren, as in the past two years, will confine his efforts to the New England States, retaining the managership of the Miami Cycle & Mfg. Co.'s New England distributing branch.

Chester Smith, of Harrisburg, Pa., announces that owing to an increased business in Pope motorcycles and bicycles, he will move to 1815 3rd street. There he will have a show room 20 by 105 feet and a better equipped repair shop.

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USELESS PATENTS BENEFIT NOBODY

The great majority of patents on bicycles and motorcycles, together with their parts and accessories, which Uncle Sam announces to the public each year never are heard of or seen again. Considering the amount of brain and physical work, the time, and financial resources which inventors expend in endeavoring to improve two-wheelers, and comparing all that with the small percentage of those patents which find favor with the manufacturers and become a commercial factor large enough to even slightly repay a man for his labor and investment, it seems to be on the whole a highly unprofitable vocation.

The Patent Office records indicate that the great proportion of inventors do not rely for their support on inventions. They are not professional inventors, just amateurs or worse, who being struck with an idea, and having the mechanical ability and the financial means to perfect and patent it, appear to become so enthusiastic or are so neglectful, as not to first find out whether their idea is of commercial value.

Because this preliminary investigation and decision is not correctly made, many of the proposals disclosed are of an unpractical nature and show that the originators are very far from being in touch with the true trend of the development of two-wheeler construction. Many of the ideas are mechanically correct, but they meet only imaginary needs, or else are worked out in such a way as to appear to have no direct application to standard models. The inventor who patents something that necessitates a freak model of two-wheeler to be used in conjunction with it, stands an extremely good chance of losing everything he has spent in perfecting the idea. Then, too, patenting types of accessories or parts that are generally considered obsolete is almost always useless and wasteful.

They who have an inventive genius, however, would no doubt find their labors highly productive if they devoted their efforts to the production of those things in connection with bicycles and motorcycles which are really needed and wanted. It is true that in some cases an ability to market the article is also of advantage and almost necessary to the inventor, but this is the exception. Usually it pays better to save the time and money which would be expended in this way, and allow experienced manufacturers to place the patents on the market. This latter course has been found to work to the greatest benefit of the public, the manufacturer, and the inventor.

RUNS VS. "GRUELLING ROAD RACES"

At the start of an endurance run many riders set out to make a runaway race of it. They are apt to take all kinds of chances, only to find that in the end they have caused injury to themselves or their mounts. Such conduct is certainly going to prejudice the public against the sport on account of its apparent recklessness.

When the courses to be covered are long and the going rough, riders are prone to overdo themselves, especially when behind the schedule, and such affairs come to be branded as "gruelling road races." Joseph Hartig, New York State F. A. M. Vice-Commissioner, has called the attention of the clubs to the fact that the endurance runs which they stage as an attractive sport are apt to be more hazardous than enjoyable. The recent run of the Bay State Club bears out his objections strongly, for in this affair a half-dozen bad accidents occurred. No one was seriously injured, but this was due more to luck than careful riding, because one entrant sustained a fractured shoulder, while another smashed into an automobile, nearly demolishing both machines, and another narrowly escaped death when his mount pushed through the framework of a bridge and suspended him fifty feet in the air.

No sport ever gains by becoming hazardous. When injuries are continually sustained by its devotees the sport comes to have a bad name. An endurance run of about 220 miles, resulting in an average speed of 20 miles for 11 hours, should give the riders all they want in the way of pleasure. The element of rivalry in such an event is sure to make it interesting enough without any excessive speeding. It would result in testing the machines and the skill of the riders without wearing them out. Those who want high speed work can enter the road races.

Looking Forward ~ Coming Events

September 28-October 10, Birmingham, Ala.—Series of races in connection with the Alabama State Fair.

October 2-4, Cleveland, O.—Third annual endurance run from Cleveland-Columbus-Cincinnati to Toledo under the auspices of the Ohio division of the F. A. M. for a distance of 657 miles.

October 4, San Francisco, Cal.—Pacific coast bicycle championships for 1, 3 and 5 miles, at the stadium, under the auspices of the C. A. C. C.

October 4, Milwaukee, Wis.—A 100-mile motorcycle race at the State Fair Grounds.

October 4, Buffalo, N. Y.—Endurance run for motorcycles to Westfield and return, a distance of 303.6 miles, under the auspices of the Buffalo Motorcycle Club.

October 4, Brooklyn, N. Y.—Annual fall endurance run on Long Island for 200 miles by the Bay Ridge Motorcycle Club of Brooklyn.

October 4, Providence, R. I.—Eleventh annual Triangle Run under the auspices of Providence Motorcycle Club.

October 10-11, Chicago, Ill.—Fifth annual endurance run of the North Shore Motorcycling Club from Chicago to Kokomo, Ind., and return.

October 12-17, Chicago, Ill.—Third annual motorcycle, bicycle and accessory show in the First Regiment Armory.

October 14, Chicago, Ill.—Quarterly meeting of the Manufacturers' Association at 10 A. M. in the New Southern Hotel.

November 3-7, San Angelo, Tex.—Series of motorcycle races in connection with the Fall Fair, under the auspices of the motorcycle club of that city.

November 7 and 8, Phoenix, Ariz.—Second annual Coast—Phoenix road race for 470 miles, staged under the auspices of the motorcycle club of Phoenix, in cooperation with the Arizona State Fair Commission and the San Diego Motorcycle Club.

November 26, Stamford, Tex.—Motorcycle race at 100 miles.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

Final Buffalo Run Plans Announced

At the last meeting of the Buffalo Motorcycle Club, held Monday, September 21st, much enthusiasm was shown by the Buffalo riders concerning the coming endurance run to be held Sunday, October 4th.

The contest is to be a one-day run covering a course of 303.6 miles long and 15 hours of solid plugging. The run will cover a course starting from the club rooms and touching at Batavia, Warsaw, Hornell, Olean, Jamestown and Westfield. This course goes through more than 30 cities and towns, and the grades and roads encountered thereon will test the endurance of not only the riders but the machines too.

The riders will all be entered in one class for competition and will be bound by both the F. A. M. rules and special rules laid down by the club. The prizes will consist of a $75 diamond medal for first prize, with silver and bronze medals for other contestants and winners.

The course has been laid out on cards, which can be conveniently attached to any machine, and contain not only the route, but the rules covering the run. The officials in charge will be all prominent business and professional men, assuring all riders of a square deal.

From the amount of interest already shown by the local dealers and factories throughout the United States, the Buffalo club feels sure of having the largest number of entries ever entered in an endurance run in this part of the country. Several large factories have already sent in their entries and the fact that this run will be held one week before the big motorcycle show at Chicago makes it hold special interest to the manufacturers exhibiting at that time.

Entries should be forwarded with name, address, $2 fee, F. A. M. number and description of machine with number, at once to the club's secretary, George H. Haier, 1094 Ellicott street, so that instructions can be sent he riders at the earliest opportunity.

No Postponement of Panama-Pacific

Effectually disposing of rumors to the effect that the Panama-Pacific National Exposition in San Francisco would be postponed, President Chas. C. Moore has caused a letter to be sent out to all commissioners from foreign countries assuring them that the exposition will be opened on time. In many quarters it has been supposed that the foreign war situation would necessitate a postponement, but this, President Moore states, will not be necessary. The exhibition will be opened on Saturday, February 20.

Bicycle Championships Coming Soon

The annual championships of the Inter-Club Amateur Cycle Road-Racing League will be held this year on the Boulevard at Grant City, Staten Island, N. Y. These bicycle races will be held this year in a series of two, the first of which will take place on Sunday, October 4th. The 11th of the same month is being reserved for the balance of the races and October 18th is being held open as a rain date.

Motorcycle as Aid to "Movies"

The best way to tour the country with a moving picture machine is in a motorcycle and sidecar. This fact is appreciated by G. Duntz and E. Brennan, of New York city, who are making a transcontinental trip, carrying a complete moving picture outfit. Besides this, they carry a complete camping and cooking equipment.

They believe that a motorcyclist can keep himself clean en route, and their appearance shows that they practise this theory. They also are making a road map in the latest way. Not only do they jot down items concerning the condition of the highways, or the hills to be climbed, or such things, but they get out their moving picture apparatus and record by its means long stretches of the way.

Getting the Best Out of the Vacation Holiday

Enthusiastic Wheelmen of the C. R. C. A. Ride in Picturesque Country

A BLIND TURN NEAR MERIDEN, CONN. BEAUTIFUL VALLEY VIEW FROM LEBANON MOUNTAIN

"As the big night boat for Albany was about to leave its New York pier one Saturday evening in the present month, several men with bicycles scrambled aboard just as the gangplank was about to be pulled up. They were members of the Century Road Club Association, bound on their annual tour.

MOUNTAIN TOP REFRESHMENT

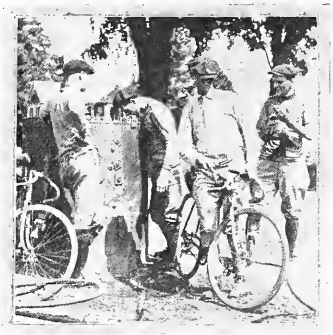
"During the pleasant night ride up the Hudson the boys sat out on deck and chatted and smoked comfortably until the gray outlines of West Point appeared, when"—according to the story told by Sylvain Segal, who is the historian of the trip—"we all turned in to get some sleep before the start the next day.

"At an early hour the squad was on deck ready for anything. Another member of the party, Winquist, met us on shore, and after a good breakfast the start for the Capitol was made. A dare was offered that the tourists could not ride a certain hill which was paved with very rough cobble-stones. But we started with a rush, making the top safely with the loss of one man, Winquist, who broke the lower tube of his bicycle and was forced to stop for repairs. A leather strap, some stout wire and tape soon remedied the damage and the party resumed its journey after taking a few pictures. We passed the toll bridge and continued along the State Road to Schodack and Nassau, maintaining a slow pace to enable Winquist, who had fallen from his machine during his lonely night ride from Poughkeepsie, to keep up. The boys took turns in pushing him until picturesque Riverdale Farm was reached at the foot of Lebanon Mountain. After signing the register and drinking some real old-fashioned buttermilk the trip was resumed, and the three-mile climb started.

"Continuing up the hill, both on and off our mounts, we reached the top, with its promise of a cool drink. The result of our thirst was that the well was nearly emptied when we left, bound for the descent through the Shaker Village and Pittsfield, Mass. We arrived at this attractive town at 1:45, covering the 37 miles in 6½ hours. After dinner the ride to Lenox was begun, up one hill, and up another, and up all the way, until the descent near East Lee was gained. From there we dropped into the town out of the sky, as it were, and continued on through to Jacob's Ladder. There Winquist was tied to Jensen's saddle, and with occasional outside assistance reached the top with only one fall from his steed. Poor "Winnie" was bruised but game.

"We took new photographs from the summit, stopped off at Jacob's Well for a refreshing drink, and rejoiced that we could now go down instead of up. The descent for six miles through the winding valley, overcast with the shadows of the towering cliffs was beautiful. Frequently we were obliged to pull back when the going was too fast for safety on the picturesque road alongside the rippling creek. We made Chester at 6 o'clock, where a smattering of rain and another break in Winquist's frame made us put up for the night.

"The next morning—Monday—Winquist took the train home and we made an early start, after our speed irons had all been cleaned up and new ginger put into them. At Woronoca, our first stop, we decided to ride a century to Bridgeport and from there to take the boat to New York. Passing down the valley to Westfield and Springfield another halt was called for eats, and mighty welcome they were, too! After Warehouse Point, and a photograph of the State line, we



EMPTYING AN OLD IRON BUCKET

ON THE ROCK MARKED SUMMIT OF JACOB'S LADDER

STATE ROAD APPROACHING JACOB'S LADDER

reached Hartford, where a stop was made. Dinner came and Meridan, where we found John Boyes, after his unsuccessful attempt on the Boston record, which was frustrated by the over-zealous police of New Rochelle. Then Worcester, Mass., New Haven and Milford brought us to Bridgeport.

"Here it was that we expected to take a boat for New York, but the holiday schedule interfered with our plans. No boat was running, and Walters, who had to be back early, boarded a train.

"At 7 o'clock the remaining four started the moonlight ride for New York over excellent roads, with the full moon gleaming incessantly behind us. Stops were made at Stamford, Greenwich and Mamaroneck, and when we finally reached New York we had covered 170 miles from the start of that day's run. Our grand total mileage from Albany was 233.

"The members who made the trip were M. S. Walters, Sylvain Segal, Isadore Taub, Edwin Jensen, Robert Wolfson and William Winquist."

KOKOMO Y. M. C. A. WINS NOVEL RELAY ROAD RACE

Something new in the way of bicycle relay races came off at Kokomo, Ind., on the 19th inst. The Y. M. C. A. of Kokomo challenged the Y. M. C. A. of Muncie to a relay race between the two cities. The challenge was accepted, a handsome cup was put up, to become the property of the team to win it twice, and the route was marked out. It was about 57 miles; as each boy was to ride about two miles, there were 25 youngsters in the respective teams.

The novel feature of the race was that only one bicycle was to be used by each team. Instead of passing on a wand or something of the kind, the first youthful athlete to start was obliged to dismount on reaching the second relay. It reflects credit on the Y. M. C. A.'s that they could assemble for an event of this kind 25 boys of about the same length of leg, so that they could all ride the same machine. Probably some little fellows had to stretch their toes in order to do their best to bring home the coveted cup, while a few lengthy ones brought their knees up over the handle bars when speeding up a steep hill.

The Kokomo boys started from Muncie and the Muncie boys from Kokomo, this arrangement enabling them to finish in the home town, where a committee awaited them. The start was made simultaneously, pilot autos showing the way to the young speed exponents.

The race was intended to be a straightaway road race, but as it happened it took the form of an obstacle race. The first Muncie boy to start was over zealous in his desire to make speed and bring home the cherished cup. A circus was passing through the city, and in the crowd of vehicles in the street the boy, Heber Williams, lost the pilot car. Anxious not to lose a moment of precious time, Williams kept on without the car until he came to a bridge which was "out." He could not ride across this, because there was only a single beam from one side to the other, so he jumped off the wheel, shouldered it and walked across. Then, of course, he was obliged to retrace his path to the course. In some way he managed this, and the second relay was sent away many minutes late.

At Elwood, about half way between Muncie and Kokomo, the Kokomo boys, thanks largely to the early obstruction of their rivals, were about half an hour ahead. Kokomo won by 21 minutes, the times being 3:33 and 3:54.

The bicycle used by the winners was a Great Western "Crown," and the Kokomo Rubber Co. provided "Everlaster" tires for the race. Both machine and tires were as good at the finish as at the start of the race.

HANGGE TAKES FIRST PRIZE IN 15-MILE ROAD CONTEST

P. H. Hangge, riding from the six-minute mark, captured first place at the Missouri Cycling Club's second annual closed road race on the 20th inst. Hangge, who was the youngest rider in the event, made a fine showing, this being the first race he has entered. Lap after lap he consistently reeled off the distance in 3:25, deserving great credit for the heady race he ran.

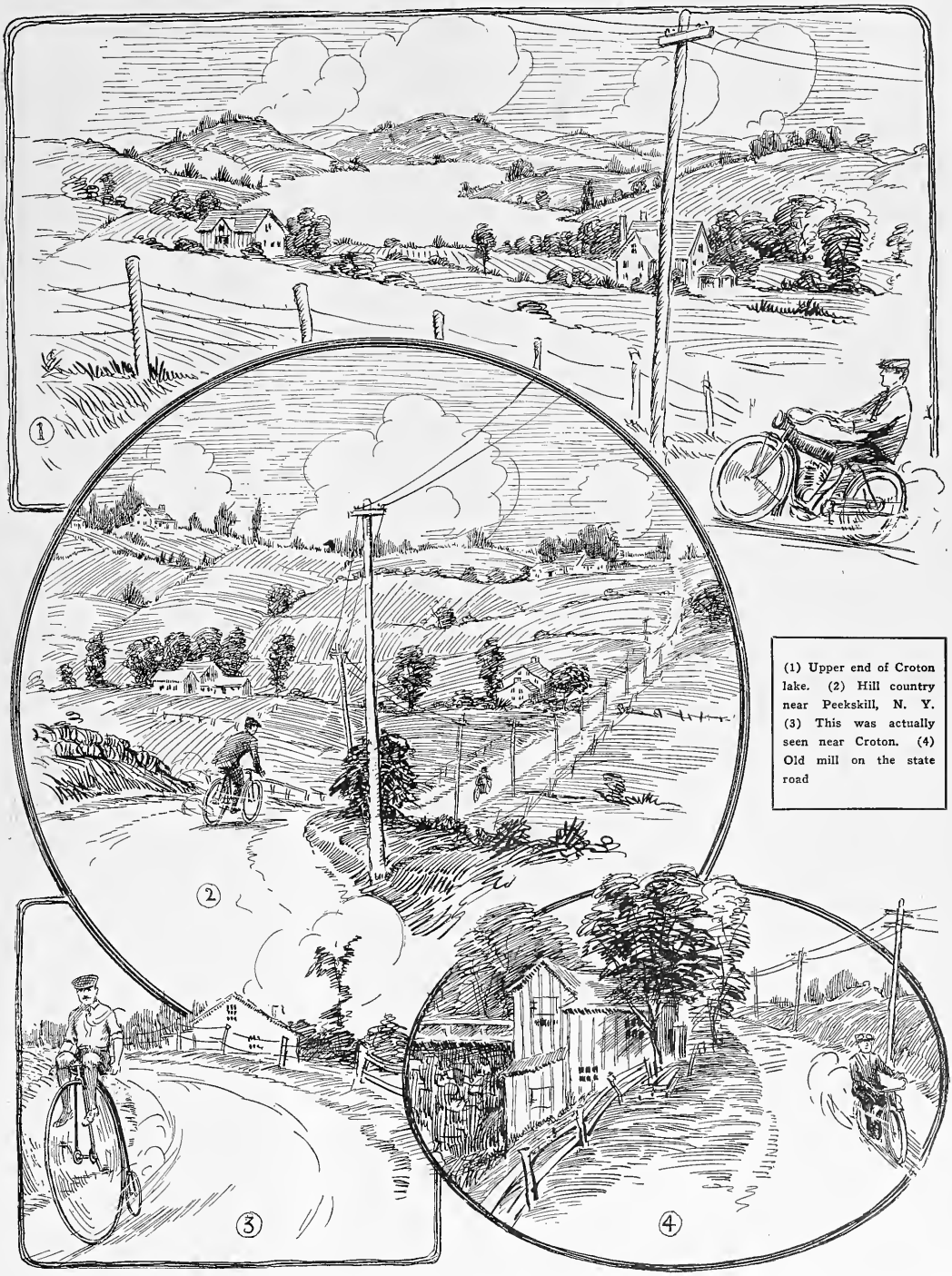
E. S. Brown, riding from scratch, won the race, nosing out Don Struble, another scratch man in the last few feet.

At the start of the race L. M. Brown held the lead, which he kept for nine laps, when Hangge passed him. De Vries, from scratch, had been making a fine showing until the 11th lap; at this position in the race he looked back and got a bad fall, being put out of the running for first time honors. This left Struble and E. S. Brown to fight for supremacy. Struble started his sprint at a quarter of a mile from the finish, with Brown hanging close up. Amid the greatest excitement Brown edged up when within 30 yards of the tape, and, making a supreme effort, beat Struble out by one-fifth of a second. His time was remarkably good, being within 3:39⅕ of the American amateur road record.

Every contestant who started finished in good shape. The summary:

Place	Rider and Handicap	Time
1	P. H. Hangge, 6 min	41:10
2	L. W. Brown, 10 min	46:53
3	E. S. Brown, scratch	38:27
4	Don Struble, scratch	38:27⅕
5	William J. Roberts, 5 min	43:29
6	Curtis Long, 1 min	39:30
7	Harry De Vries, scratch	39:15
8	J. S. Schloemer, 10 min	50:25
9	W. J. Simmons, Jr., 9 min	47:37
10	A. W. Gilhen, 2 min	51:29
11	D. E. Young, 6 min	50:00
12	H. M. Brown, 6 min	56:00

LEAVES TAKEN FROM THE SKETCH BOOK OF A TOURING ARTIST



(1) Upper end of Croton lake. (2) Hill country near Peekskill, N. Y. (3) This was actually seen near Croton. (4) Old mill on the state road

ROAD SCENES AMONG THE HILLS OF WESTCHESTER COUNTY

KRAMER REVENGES HIS DEFEAT BY GOULLET

Wins by Four Lengths from His Closest Rival in Final Heat of Sprint Point Event—Egg Captures Another 15-Mile Tandem-Paced Race

Frank Kramer, the American champion, took his revenge on Goullet, who last week defeated him in a match race. Kramer led the Australian cyclist over the line at a fast pace by four lengths in the final heat of the four-man sprint point contest at the Newark Velodrome on the 27th inst. By his victory he scored three points as against two for Goullet, and one for Moretti, while Bailey, the English speed exponent, failed to figure in the scoring.

Oscar Egg, the Swiss rider, won the 15-mile tandem-paced race from such riders as Wiley and Moran.

Harry Kaiser showed the way to the field in the two-mile open amateur race, MacDougall taking second place.

The summary:

Four-cornered sprint race, half-mile heats. First heat—Kramer defeated Moretti. Time, 2:15⅕. Second heat—Goullet defeated Bailey. Time, 1:36⅗. Third heat—Goullet defeated Moretti. Time, 1:32⅗. Fourth heat—Kramer defeated Bailey. Time, 1:14⅖. Fifth heat—Moretti defeated Bailey. Time, 1:29⅗. Sixth heat—Kramer defeated Goullet. Time, 1:38⅖.

Two-mile open amateur race—Won by .H Kaiser; second, D. MacDougall; third, T. Smith. Time, 4:08.

Two-mile novice race—Won by H. Ferman; second, W. Nolan. Time, 4:48⅖.

One-third-mile handicap amateur race—Won by J. Drexel (50 yards); second, D. MacDougall (scratch). Time, 0:36⅘.

Fifteen-mile tandem-paced race, professional—Won by O. Egg; second, G. Wiley; third, F. Moran. Time, 29:00.

Half-mile handicap, professional—Won by L. Corbett (125 yards); second, C. Piercy (55 yards). Time, 0:53.

Two-mile tandem handicap, professional—Won by G. Cameron and L. Thomas (60 yards); second, J. Bedell and M. Bedell (120 yards). Time, 3:32⅘.

Papesca Leads New York Wheelmen

J. Papesca came through with the honors at the second annual club championship of the New England Wheelmen of New York. The races were held on the Pelham Parkway, on the 27th inst., and in spite of the cold weather good time was made.

Papesca earned a total of 40 points, nearly double the number made by his nearest competitor.

The summary:

Two-mile race—Won by Papesca; second, E. Aicklin; third, C. Tonjes. Time, 4:34⅖.

Four-mile race—Won by Papesca; second, Aicklin; third, G. Palescu. Time, 9:31⅕.

The point leaders in the championship table are: Papesca, 40 points; Aicklin, 22; Polacsy, 16; Tonjes, 9.

Ohrt Takes Mile Race at Oakland

Hans Ohrt took an interesting and close-fought event on the 20th inst., when he took the honors in the one-mile bicycle race at Shellmond Park, Oakland, Cal. The track was none of the best, being a ten laps to the mile affair, but Ohrt passed Carroll and Clarke in the first lap of the final, holding his lead until the end.

The summary.

First heat, one mile—Won by H. Ohrt; second, F. Hoffman; third, R. Welch. Time, 2:54⅖.

Second heat, one mile—Won by E. Carroll; second, B. Clarke; third, G. Drury. Time, 2:54⅖.

Final—Won by Ohrt; second, Carroll; third, Clarke. Time, 2:49⅘.

One Austrian Declares for Peace

Rudi-Russe, the Austrian rider, believes that he will never win another race in America, especially in the tandem events. Moretti is the reason for this and he has got Rudi-Russe into a wretched frame of mind. The Austrian was disqualified when he won the tandem race with Floyd Krebs on Sunday the 20th inst. He went to Moretti to ask about it, feeling very badly. He was told that Referee Ross, who is a Russian, disqualified them because one was an Austrian and the other a German.

So now Rudi is flying a flag of truce and says that he is non-combatant.

Star Cyclists and Appendicitis

Appendicitis seems to be popular among the star cyclists. After Alfred Grenda, the Antipodean, had been attacked with that malady, coupled with a slight attack of typhoid fever, and removed to a hospital, Jackie Clark was put hors de combat with the same affliction.

Clark also was laid up on Saturday, 27th inst., but his case, like Grenda's, is not one that is serious, and he, too, will be all right in a few days.

GOULLET TOO MUCH FOR AMERICAN CHAMP

Snatches Victory from Kramer in Final Heat of One-Mile Race—Wiley Wins 5-Mile Match Motor-Paced Number from Carmen

Alfred Goullet, the fair-haired rider from far away Australia, was the bright star at the New Haven track, Friday, 25th inst. Goullet met Frank Kramer, the American champion, and Joe Fogler, the Brooklynite, in the final of the Frank Kramer stakes, a one-mile race, and came home the victor after a stirring ride. In a five-mile paced race between Champion Clarence Carmen and the old title holder, George Wiley, the latter won in straight heats. Fred Herbert, the Fall River rider, and G. Yentch, the localite, accounted for the amateur events. Summary:

Frank Kramer stakes, one mile, professional—Won by Alfred Goullet, Australia; second, Frank Kramer, East Orange; third, Joe Fogler, Brooklyn. Time, 2:35.

Five-mile motor-paced, professional—Won by George Wiley, Syracuse; second, Clarence Carmen, Jamaica, L. I. Wiley won in straight heats. Times, 8:38⅖ and 8:14.

Pursuit match, professional—Won by Fred Hill, Boston; second, Norman Hansen, Denmark. Hill won first heat in 2½ miles in 5:17, and the second in 4½ miles in 9:27⅖.

Two-mile open, amateur—Won by F. Herbert, Fall River; second, Tim Sullivan, New Haven; third, F. Jehan, New Haven. Time, 4:31⅕.

Half-mile handicap, amateur—Won by G. Yentch, New Haven; second, G. Wilson; third, F. Lawlor, New Haven. Time, 57 seconds.

One-mile motorcycle, professional—Won by Charles Turville, Boston; second, Jimmy Hunter, Newark. Time, 1:37.

Forty-three Riders Finish Century

Fifty-two riders went on the tri-state century of the Century Road Club of America on the 27th inst. The riders went through New York, New Jersey and Connecticut, and out of the total number of starters 43 finished. Silver cups were awarded to all the riders who finished the ride, which approximated 100 miles. The pacemakers were George Knopf, chief; E. Fraysse, J. Mitchell, J. Tahorilli, E. Gerard, F. McMillan, and F. Seward.

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BELGIAN BICYCLE SQUAD WHICH, CUT OFF WHILE SCOUTING IN NAMUR, PEDALED SAFELY TO FRANCE

How Cycles are Used in the European War

Robert Dunn, New York Post's War Correspondent Tells of the Important Part Played by Two Wheelers

By Scouts, Messengers and Correspondents

In the world-war now raging in Europe the two-wheeler plays its part as well as the aeroplane or motor truck. With the British army in Northern France, which is now waging the decisive battle of the war and sacrificing regiment after regiment of men in order to drive back the Germans from Paris, there is a cycle corps. When the British general wants to know anything about the position of the enemy he sends out trusted men on motorcycles. They tour the country with the speed of aeroplanes, without the disadvantage of being as conspicuous as the flying craft.

Dunn Leaves Paris for the Front

The first detailed and graphic description of the fighting in Northern France comes red-hot from an American in the field, Robert Dunn (whose story is written for the New York Evening Post and is copyrighted by the New York Evening Post Co. from which permission to reprint extracts have been obtained). His story reads as if it were written in another world.

Leaving Paris for the front, his train passed waiting trains filled with artillery, supplies and troops. Alighting from the train late at night in a cold rain, he saw regiments of tired French soldiers marching past feebly singing the Marseillaise. Pressing onward to Le Cateau, a small town near the front, he met detachments of British troops retreating. A drab line of bicycle scouts came along and Dunn told them of the presence of the Germans near Cateau. They passed on, leaving him by the wayside, where "a motorcycle, with a big scout, buried to his ears in a greenish raincoat, zizzed past toward Le Cateau. Pausing, the scout shouted something, and the squad of cavalry turned and sprang up a lane to the right."

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JOS. L. LEYSSEN, FAMOUS SCOUT

The Mysterious Motorcycle Scout

Presently the motorcycle scout returned to where the correspondent was standing, watching the ruins of Cateau, which had been fired by the Germans. When the scout remarked that he had had no breakfast Dunn offered him some biscuits, and for some hours the two men waited for the Germans to advance along the road, where the British cavalry was prepared to spring out upon them. A gray touring car carrying two English officers and a French cuirassieur came along and stopped by the scout, who entered into conference with them. Another motor scout, even younger, dashed up for a moment for a word with the officers, and then away. Dunn was watching the development of strategy on the part of the British, which presently resulted favorably, for the noise of battle rolled away to the north and the ambushed cavalry broke cover.

"'Our men over there,' said Walker, the mysterious scout in the green coat, cranking his cycle. 'I was wondering who they were.' And without a word

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BELGIAN CYCLING TROOPS EVACUATING DIEST WHEN THREATENED BY UHLANS

of parting whisked away down the rear slope. Plainly it was he who had been responsible for the operations at this small point of the terrible fight of August 26, along the Belgian frontier."

Surprised by the Germans at Bohain

Afterwards at another town, Bohain, Dunn got into trouble. He was anxious to leave the town before the approach of the Germans, who were near. Every vehicle had been pressed into service to carry the panic-stricken inhabitants away, however, "nor could I hire a bicycle, though one might be bought. I was directed to a store opposite the mairie, to a store full of wheels, but I thought their prices too stiff. I wanted to tell the woman in the blue waist who sold them that she might as well give me one, as tomorrow the Germans would be with her; but so certain and gloomy a prophecy might arouse suspicion. I left the shop and was headed for the Hotel du Nord, when a shout went up and a hand fell upon my shoulder. From doorways, alleys, side streets, crowds scurried across the cobbles as if I was a dog fight. 'Espion! espion! (spy),' went up cries from the dense, menacing mob, of which I was instantly the center. The fingers that gripped me belonged to a Teuton-looking individual. 'Wohin gehen sie?' demanded he, letting go."

The Teuton-looking individual proved to be a German officer who suspected the American of being a spy—which, if true, would have led to his execution. After a moment's talk with other officials he was led away to the local mairie.

Dunn was taken before the police and narrowly examined. Fortunately his passports were in order, and he was finally released.

"Pocketing my papers," he continues, "I was only shy of the throng still around; and that most as a matter of injured pride. We crossed to the same bicycle store, where all were hanging idly on the corners, unconvinced, but appeased. I felt my cue was to quit the place as fast as possible, and since by wheel was the only way, I blew myself to the dearest one in the place. A sallow man helped pump up the tires.

"It was 16 miles to St. Quentin. But I had not gone two before I ran into Walker, the motor scout, leaning his machine against a stone water trough. Already having confided in him my apprehensions, how the lines had closed about me, I remarked, 'Well, I got pinched after all,' and he answered my laugh with his usual unbetraying smile.

"'Been running down this way,' he said rather thickly, 'to see if I could be of any use. It's—it's been rather a bad day, I am afraid.'

"'To the westward—Cambrai?'

"'Yes, but we can't tell much yet.'

"A double motorcycle, bearing a set faced woman nurse in white, shot up the road hither. A stout girl panted up to us and began to ask Walker's advice whether or not she should quit her home. Behind, the noise of battle was flagging.

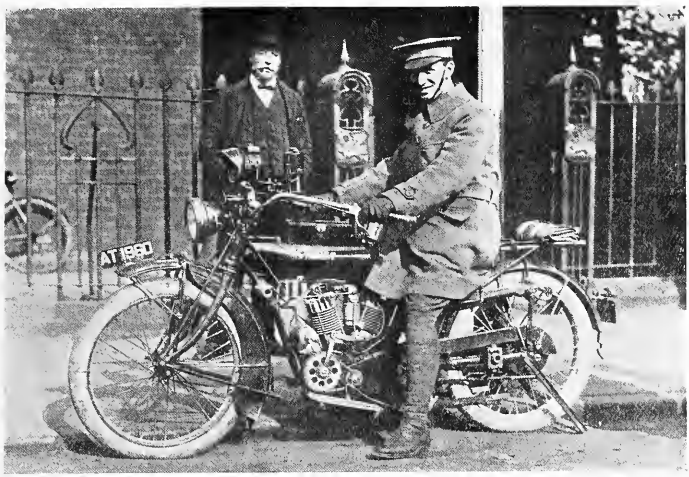
"'Teli her,' said he to me, as I interpreted, 'that it's safer to leave it for a couple of days. Then go back.' And always, like the Chesshire cat, he disappeared abruptly.

A Century Run Under Difficulties

"I pedalled on south, and soon caught up with a young civilian in spectacles, who looked like a student. He had been making a sort of century run on his wheel through surrounding towns, and the war seemed as remote as America to him. We entered St. Quentin together, I leaving him in its wooded Champs Elysees to seek out the police station and forestall suspicion by geting my papers stamped for the trip to Paris. Surely here the railroad was still running. . . . A few English officers were shooting about in gray motors, but for the rest the place was normal—trolleys were running, and the only railroad station, where in trying to check my bicycle I lost a train just leaving two hours late, was jammed with refugees."

Dunn succeeded in getting a room of sorts in the local hotel, and lay down to get a well-earned rest before leaving the next morning.

All of this goes to show what an important part the two-wheeler is playing in the great world drama in Europe. The bicycle serves as a means of flight when no other vehicle can be obtained,



TYPICAL ENGLISH TROOPER, EAST YORKSHIRE YEOMANRY

and a mysterious scout on a motorcycle, whose name is Walker, orders the operations of English cavalry in one of the bloodiest engagements ever fought.

War nowadays is a matter of speed and efficiency more than of sheer fighting strength. It is the army that can put the biggest number of men in the best position as quickly as possible that will win in these days when the relative fighting ability of Teuton, Anglo-Saxon and Slav is so nearly the same. New instruments are being used, the aeroplane, the motor truck, the rapid fire gun mounted in an auto, and the motorcycle. The latter, as this story shows, is beginning to reveal its unparalleled usefulness as a vehicle for scouting. It may make history in this war, just as the aeroplane and the submarine have already done in many instances.

In the present international crisis, when for the first time all of the new inventions which have been conceived for use in case of war are being tried out, none is proving more effective than the motorcycle. Always ready for instant use, speedy, easily operated and reliable, the two-wheeler can carry messages more quickly than they can be delivered in any other way.

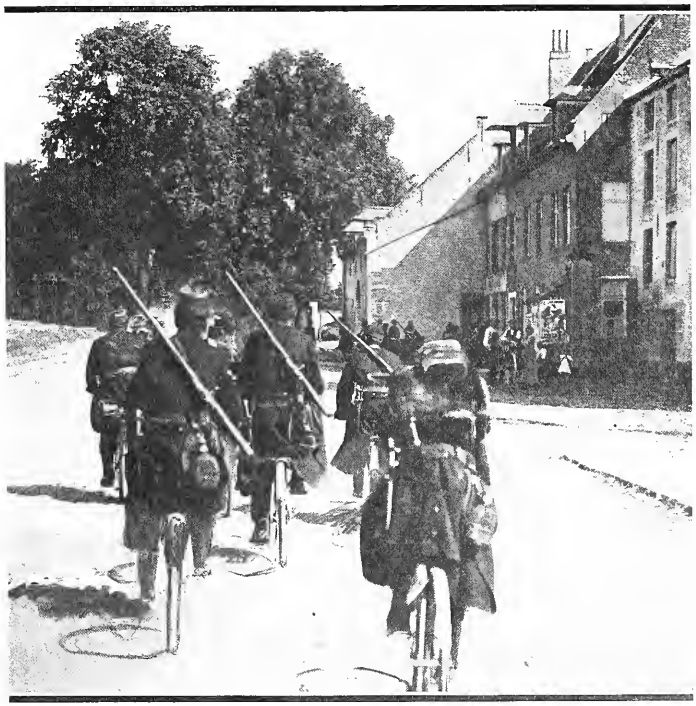
Belgian Corps in Three Countries

At the start of the war, following the heroic resistance of Liege, Belgian cyclists came into the public eye. After spirited fighting at Namur a Belgian Bicycle Corps and many other soldiers and officers were cut off from the main body of the army and found themselves in France. Being unable to rejoin their comrades at the front they were shipped across to Folkstone, where they were kindly received by the inhabitants. At the earliest opportunity they crossed to Belgium via Ostend. The accompanying cut shows them on the pier just before taking the ship.

Another illustration shows Joseph Leyssen, a remarkable boy scout of Belgium. Single handed he is said to have taken prisoner two German engineers, one Uhlan, and two priests who proved to be spies. During the five engagements in which he fought, using 500 rounds in his automatic pistol, Leyssen has made several daring journeys. He carries messages to all points of the front on his bicycle, and his record includes six trips to Brussels. It is these men who by their spirit of daring have offset the greater training and discipline of the German invaders. Such men, whether on bicycle, motorcycle or foot, have accomplished what was thought to be impossible.

In the Vanguard of the German Army

In the advance of the German army into Belgium, it was motorcycle scouts who kept the vast army in touch with the movements of the enemy, and who destroyed telegraph wires and stations en route. There are said to be 18 companies of cyclists in the German army, The English regiments also have found their motorcycle corps almost invaluable in mobilization work. And these corps will be taken into the field to act as messengers and scouts along the entire front from Amiens to historic Belfort. Everywhere the sound of cannon echoes the motor scout is found ready for any service.

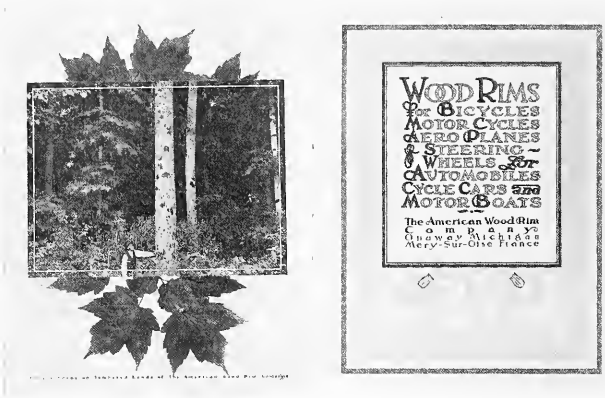


BELGIAN CYCLISTS WHO TOOK PART IN THE FIGHTING NEAR DIEST

American Wood Rim Co. Issues Art Catalog

Unusual Messenger Heralds and Explains Product of the Concern

Primarily, the object of a catalog is to call attention to and to give information about the product of the concern issuing it. The catalog issued by the American Wood Rim Co., Onaway, Mich., and Mery-Sur-Oise, France, however, is a piece of work that demands attention for its own sake before the subject matter receives the attention it merits.



COVER AND FRONTISPIECE OF AMERICAN WOOD RIM CO.'S CATALOG

The catalog is 8 x 10 and has a gold embossed cover of leather-grain cloth. All the illustrations are in color—and there are many of them—and the press-work throughout is of the best. As to the contents, it may be said that few words are wasted, but the company's origin, its plant, its resources in the way of material and the product itself are described adequately. Wood rims, guards and steering wheels of every variety are included, and the illustrations show both outward appearance and constructional details. The impressions left by the book are twofold, the first being that only a concern producing high-class stuff would consider it worth while to get out a catalog of such elaborateness, and the second that if novels were ordinarily put up in such form, comparatively few could afford to own them.

George Sorensen Opens In Beacon

George Sorensen, who formerly was a partner in the Sorensen Co., Peekskill, N. Y., agents for Thor motorcycles, has sold his interest in that concern and opened a store in Beacon, N. Y., where he will handle bicycles, motorcycles and supplies.

During the past year, Sorensen, satiated with local fame and seeking broader recognition, used his talents as a racing man in some of the famous contests throughout the country. He rode in the Savannah, Ga., race last December and in Atlantic City, N. J., on Decoration Day. He finished in eighth place in the championship event in Dodge City, Kan. It is his intention to enter most of the large races which may be run this side of the Rockies during the coming season.

Beacon is at the foot of famous Mt. Beacon, where thousands of tourists go each year to get the remarkable view which may be obtained from its summit. Motorcyclists journeying to the place are invited to store their machines with Sorensen, where they will be cared for without charge.

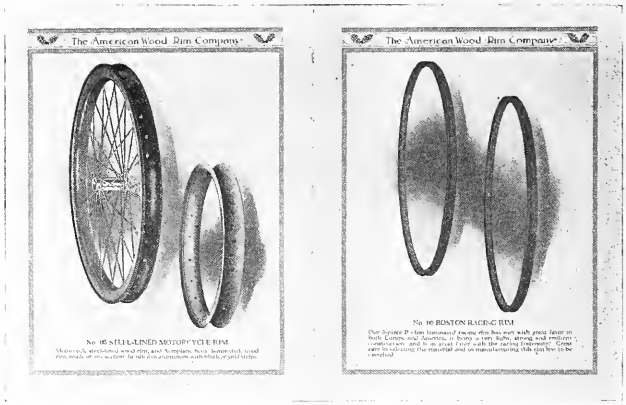
R. A. Van Alen Ceases To Be a Lone Bachelor

Meets Fair Indianapolis Maid and Weds Her 24 Hours Later

R. A. Van Alen, one time Yale dealer in Salt Lake City, then manager of the New York Motorcycle Co., and now traveling from coast to coast in the interest of a New York supply house, is and for some time has been an impetuous sort of an individual. "Van's" latest evidence of "do-it-now" occurred in Minneapolis, Minn., on Sunday, 20th inst., where he arrived at 2 P. M., and immediately indulged himself in a bit of social life.

During the afternoon of the day of his arrival he was introduced to a demure little lady, with whom he spent the time getting acquainted until 9 P. M., at which hour he asked her if she didn't agree with him that it would be mutually satisfactory for them to become one. At 9:05 the lady murmured "yes," and Van left the house. He worked the following day, snatching odd moments here and there to prepare for the event, and at 8 P. M. the two were ready to take the step. At 11 that night they were married.

Van Alen writes Bicycling World and Motorcycle Review that it cost him $25 to get the knot tightly tied, but the girl is worth $25,000,000—to him.



ART HALF-TONE ILLUSTRATIONS OF MOTORCYCLE AND BICYCLE RIMS

Harrisburg Agent Needs More Space

Chester Smith, Pope agent, Harrisburg, Pa., will move into larger quarters in a few days at 1832 3rd street. In his new location he will have double the floor space he has now.

Dealers' Worth While Stock Moving Helps

Utilize Your Display Window

As this is the time of the year when riding and touring conditions are at their best, it behooves the dealer to stimulate his sales by putting before the prospective rider the pleasures of autumn riding.

A simple and inexpensive way to do this is by the use of the too often neglected show window. The illustration shows one of the possibilities in this direction. The window space should be cleared of everything, then a background of some cheap light blue cloth, tacked around the sides and back, kept fairly smooth. This will give a blue sky effect. Against this background good sized branches of brilliant colored autumn leaves can be fastened, large straight branches standing upright will give the effect of trees. A few boards or old fence rails can be knocked together for the fence, and a log or several large stones placed as indicated will suggest a seat. The campfire stove can be made with flat stones and a few sticks laid ready for lighting. Some sort of pot or pan can be placed over the fire. A picture basket with dishes suitably laid out on a cloth and a thermos bottle will give a realistic touch to the show.

The motorcycle, and sidecar with the door left invitingly open, displaying a lap robe, should be placed so as to give the spectators a three-quarter front view and not too near the front. The floor can then be strewn with leaves and a border or frame of branches with leaves tacked around the sides and top of the window.

If the dealer has or can procure two dummies, he can dress them suitably and pose one seated on the log and the other standing beside the basket holding a dish or cooking utensil.

In the evenings the display can be illuminated by a motorcycle lamp placed at either side or the front of the window.

Make a Customer Feel "At Home"

Here are four rules of salesmanship. Paste them up:

1. Always meet a customer more than half way when he comes in your store. Do not wait for him to walk to you.

2. If every one is busy when a customer comes in let the nearest man to him speak and say that some one will wait on him in just a minute. A customer will wait three times as long after being recognized as he would if allowed to stand unnoticed.

3. Never let customers leave your store without thanking them for the purchases that they have made and asking them to call again. This habit is easily acquired and is worth money.

4. When a customer asks for some article try to think of the articles which are used in connection with such goods and suggest these articles as soon as the first sale has been made.

Use the Knowledge Others Offer

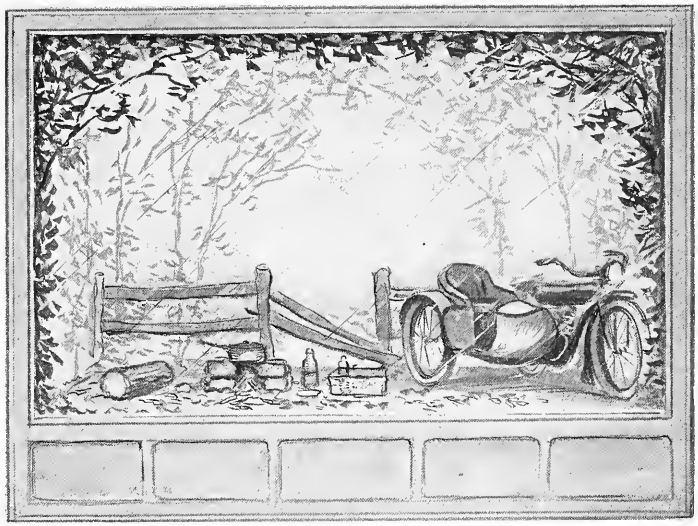
Don't spend time trying to discover what other men have discovered for you. Study their works and let your energies begin where they left off.

Good-Will Should Be Cultivated

More business is built through goodwill than most men admit. Thus, goodwill is a business asset to be developed, and nourished with great assiduity.

The motorcycle dealer who builds good-will unceasingly need never fear competition, for he binds his customers with the strongest known cement. Goodwill, cultivated, flourishes and is vanadium-like in its toughness; but neglected, it is brittle as glass.

Satisfied customers often represent a more potential business opportunity than a big card index full of prospects' names,



SEASONABLE WINDOW DISPLAY WHICH MUST COMPEL ATTENTION

Electrical engineers of today do not begin their life work by proving that lightning is electricity—Franklin did that for them.

Knowledge of details is essential—but familiarity with them is a parasite that stifles initiative and thwarts accomplishment. Big principles need big space. They cannot thrive in soil that is choked with non-productive weeds.

And what is knowledge but the accumulation of thoughts that are going to help us with our work and the elimination of thoughts that can be of no use at all. Pick well your path. Know where it leads and give your mind to thought that will tend to make the journey easy.

These are good rules — take care of them and they will take care of you.

for the satisfied customer plugs for you enthusiastically in season and out of season and makes sales for you when you don't know even the name of the possible buyer.

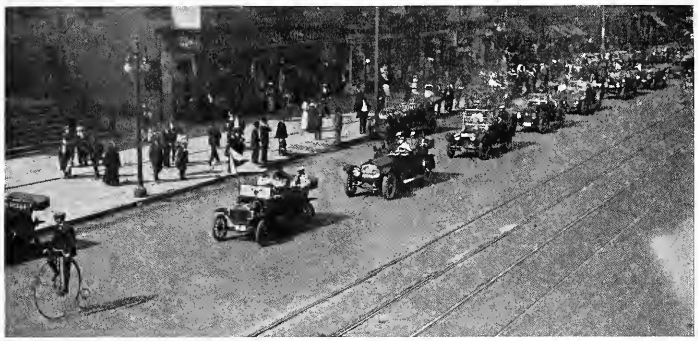
That is why most of the big, successful dealers are swift to investigate and settle the slightest complaint; slow to neglect or forget even the lowest rumble of dissatisfaction.

Are all your customers satisfied customers? If you know of any who are not, act swiftly; investigate and apply the proper remedy.

When a certain class of people—mechanics, etc.—are for some reason not able to buy motorcycles—then it's time to specialize and put in a lot of time and effort on some other class that can buy.

Hartford Wheel Club "Vets" Hold Reunion

Connecticut Wheelmen of Yesteryear Form Permanent Organization



FRANK T. HATCH ON OLD "ORDINARY" LEADING "VET" PARADE

Bicycle relics of the early days of cycling created great interest on the streets of Hartford recently, when Frank D. Reed and Frank T. Hatch brought their old high-wheelers out of the attic and rode them through the busy thoroughfares on their way to the reunion of the old Hartford Wheel Club, organized 29 years ago—the first meeting in years of the clan that composed the organization that held sway there two decades ago. The wheelmen met near the site of their old clubrooms, which is now covered by a ten-story insurance office building, and, after a short parade, went by automobile to Fenwick on Long Island Sound, where they spent two days at the Hartford Yacht Club's station there.

It was a gay party of nearly threescore men, but only two of the bicycles of the vintage of years ago showed themselves. These are shown in the accompanying pictures, which also indicate how the relics of former years drew crowds. Mr. Hatch, at the left of the picture showing the two cycles, led the procession when the wheelmen paraded through Hartford streets. He was able to dodge traffic without difficulty on his old machine.

A permanent organization was formed by the veteran wheelmen during their reunion and officers were elected as follows:

President—James J. Grace.

First vice-president—F. H. Crygier.

Second vice-president—Charles F. Gorman.

Third vice-president—Joseph Goodman.

Secretary and treasurer—W. H. Talcott.

Board of governors—H. H. Chapman, Marcus A. Potter, F. T. Reid, Theodore W. Laiman, L. P. Broadhurst, E. C. Willson, Charles E. Hubbard, P. Davis Oakey, Edwin Aishberg, Walter L. Wakefield, John E. Leitz, H. K. Lee, Fred N. Tilton, A. H. Schumacher, Louis H. Elmer.

F. T. HATCH AND F. D. REED, WITH THEIR MOUNTS, THE CENTER OF INTEREST

Boy of Ten Wins Three-Mile Road Race

John Barricia, ten years of age, won a three-mile bicycle road race through Milburn and Springfield on the 22nd inst., defeating five other starters. Silver and bronze medals and gold cuff links were offered as prizes for the contestants. Barricia covered the distance in about nine minutes and crossed the tape nearly 100 feet in front of Frederick Knoller, who was second. Frank Nazzaro, Frederick Kitts, Robert Marshall and John Johnkoski followed the winners, finishing in the order named.

The race started from Millburn avenue and Main street, the village "four corners." The course was through Milburn avenue to Morris turnpike, Springfield, to Main street, Springfield, and thence to Taylor street, Millburn, the finishing line.

U. S. Gets Six-Day Race Monopoly

One result of the war in Europe is that America is likely to have a monopoly of six-day cycle races during the coming winter. No races of this kind are apt to be staged in France, which is the seat of the most devastating strife of the entire war, and of course there is no possibility of a six-day contest in Berlin

This fact will probably lead to more races being run off in the United States. Manager McFarland of the Cycle Racing Association is busy now in arranging for next winter's events. Chicago, Milwaukee, Buffalo and Kansas City are spoken of as six-day race possibilities.

Joe Wolters Wins Wisconsin's Feature

JOE WOLTERS, WINNER OF THE FIRST 100-MILE RACE RUN IN WISCONSIN

RED PARKHURST "GETTING ACTION" ON TURNS IN 100-MILE EVENT

In a race full of thrills, Joe Wolters, mounted on an Excelsior, carried off the honors at the Dane County fair grounds on the 20th inst. The race was a 100-mile affair, the first at this distance to be held in Wisconsin. In order to promote local interest in the sport the Wisconsin MotorCycle Racing Association staged two events on the one-mile dirt track and secured riders of nation-wide fame to compete.

A crowd of 4,500 enthusiasts saw the start of the century, which was the feature event. Goudy on an Excelsior took the lead, with Stratton on his Harley-Davidson hugging his rear wheel. At the 27th lap Stratton passed Goudy and the Harley-Davidson rider maintained his advantage until the 73rd lap, when the tire jinx visited his rear wheel and he was forced to the repair pits. Goudy, who had been clinging to the leader like grim death, jumped into the lead and kept it until his pit attendants signaled him to stop for gasolene and oil. In his hurry to make a fast start Goudy did not wait for the gasolene that had slopped over to evaporate and his sparker set fire to the machine. By the time the furious conflagration had been extinguished Goudy's chance of taking the lead had faded.

With only 17 miles to go, Stratton tore after Wolters, who had gained two laps on him when he stopped for tire trouble. The track record was 55 seconds, but the Harley-Davidson rider electrified the crowd by reeling off mile after mile in 53. He cut down Wolters' lead to half a mile, but the Excelsior speed exponent was too far ahead to be caught. Stratton's riding was as sensational and thrilling as any ever seen in a motorcycle race and he won quick favor with the crowd by his ability.

Red Parkhurst was forced out in the 40th lap when his arm, which had been injured by striking a car track on Saturday, became temporarily paralyzed and he could no longer hold his machine on the track.

In the 10-mile event preceding the century, Parkhurst showed the way to the field, making good time for the track, which was in bad shape. The Harley-Davidson clan grabbed the honors in this race, for Stratton took second money.

There were only two entrants in the amateur five-mile fixture. A local boy, mounted on a Thor, took first place.

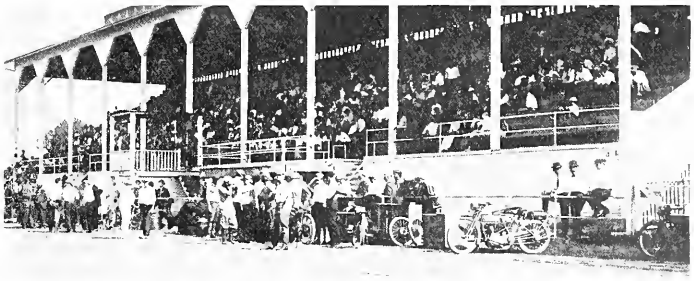
The summary:

Ten-mile race for stripped stock machines—Won by Parkhurst, Harley-Davidson; second, Stratton, Harley-Davidson; third, Wolters, Excelsior. Time, 9:56.

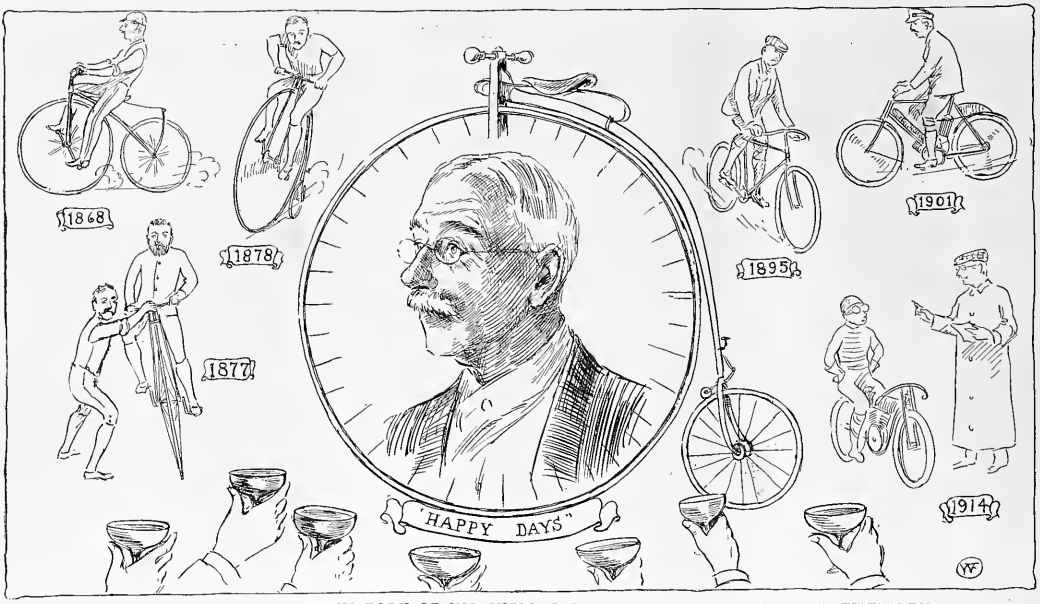
One hundred-mile race—Won by Wolters; second, Stratton; third, Jahnke and Stevens, Indians (tied on account of error in checking). Time, 1:40:04.

Five-mile amateur race—Won by Jones, Thor; second, Ronsit, Indian.

LINED UP FOR THE START



PIT AND STAND AT THE BIG MEET WITNESSED BY 4,500 PEOPLE



"HAPPY DAYS" AND THE HISTORY OF HIS CYCLING CAREER DESCRIBED BY THE ARTIST'S PEN

Will R. Pitman Feted by Cycling Notables

Dean of Referees Is Guest of Honor at Banquet Where Celebrities of Past and Present Gather and Pay Homage

When it was proposed to make the annual dinner of the Federation of American Motorcyclists of the metropolitan district and the old-time cyclists reunion a special event in honor of "Happy Days" Will R. Pitman, none of the committee had any idea that it would develop into the tremendous event which it proved, although the fact that Colonel Geo. Pope was chairman gave assurance that it would be a success. And it was a success as was agreed by about 150 persons who participated last Saturday evening, 26th inst., in the feast in New York City.

The choice of location for the dinner—Little Hungary—served to create a delightfully informal atmosphere and the food both as to quality and quantity was very much better than is frequently found at higher priced banquets.

Some of the less Bohemian of the diners had difficulty at first in understanding the exhaust valves on the wine reservoirs, but the problem of actuating these valves proved in the end to be much easier than it was to pronounce the Hnugarian name of the wine itself.

"Happy Days" revealed himself as a most eloquent post-prandial speaker, quite suggestive in his graceful oratory of a befo' de wah congressman. Other speeches were made by Competition Chairman Donovan, R. G. Betts, first president of the F. A. M., Dr. Thornley, ex-chairman of the competition committee, and Commissioner Hall read extracts from letters, of which he said he had received a dress suit case full.

The program was most attractively gotten up and bore among other contributions a poem written for the occasion by Quincy Kilby, the last verse of which contained these lines:

Now the motorcycle has him and he gobbles up the miles
In a manner to astonish simple folks.
But he greets his old companions with his well-remembered smiles,
And his kicks are much less frequent than his jokes.
Those who know the man and love him have assembled here tonight,
Each his truly heartfelt tribute freely pays
To the man whose every aim has been to make the world more bright,
And we all wish dear Will Pitman "Happy Days."

A silver loving cup was presented by Col. Pope, and we understand it contained a purse of substantial proportions. Among those present were:

Colonel George Pope, Will R. Pitman and Mrs. Pitman, A. B. Coffman, J. P. Thornley, John H. Valentine, R. G. Betts, G. B. Gibson, Henry Crowther, Michael Furst, E. L. Blauvelt and Mrs. Blauvelt, Robert Bruce, C. E. Morehouse, A. G. Bathelder, John L. Donovan, Charles Le Simms, Oscar Brant, Daniel W. Adee, Fred W. Williams, Mrs. Emma Lang, George A. Ellis, Miss Helen Reilly, Irving W. Barnard, Miss Frances L. Loeb, Arthur Hall, Joseph A. Wasko, Gilbert N. Hynard, Miss Gelien, David Sullivan and Mrs. Sullivan, H. D. Benner and Mrs. Benner, Isadore Taub, J. O. E. Dieterich, J. M. Dampman, N. E. Lindquist, J. Leo Sauer and Mrs. Sauer, W. T. Farwell, F. V. Clark, R. F. Kelsey, H. A. Williams, Jonathan Neall, Henry Heyer, John Ackerman, Robert L. Still-

DINNER TO WILL R. "HAPPY DAYS" PITMAN IN "LITTLE HUNGARY," NEW YORK CITY

son, John J. Garraty, Edward W. Carritt, Walter F. Walker, Howard C. Hendrick, Miss Elsie Hendrick, John T. Welch, Ben Goldstein, A. T. Merrick, C. Rinck, John J. McGuckin, Sylvester Becker, S. L. Parker, Clinton B. Walker, R. H. Smith, Alex. Scaisson, Frank P. Share and Mrs. Share, John U. Constant, A. H. Bartsch and Mrs. Bartsch, George Chinn and Mrs. Chinn, E. F. Hallock, Sylvain Segal, George H. Segal, M. E. Toepel and Mrs. Toepel, Jos. Zabelesky, H. H. Hintze, W. H. Haezzer and Mrs. Haezzer, Wm. Harris Strang, Miss Anna Stanton, Jos. Howard, Arthur C. Brown, W. J. Karus, Frank Eveland, Wm. F. Casey, Andrew Peters, Gilbert E. Chandler, H. Jerome Mann, Miss Nellie G. Smith, J. B. Kelley, Mrs. T. Wendell, C. E. Hammond, J. H. Schermerhorn, H. G. Davidson, F. W. Horenburger, Arthur A. Hill, C. F. Pellegrin, Joseph McDermott, Charles J. Harvey, A. J. Rochow, G. W. Shapcott, Robert Campbell and Mrs. Campbell, Joseph L. Hartig and Mrs. Hartig, Robert Brazenor.

In England a squad of motorcyclists was having field drill. As usual in such cases, large sections of troops were represented by groups of officers in motor cars. The board of strategy, representing the judges, was seated on the top of a hill awaiting the arrival of a body of cavalry represented by a rather decrepit motor car. The machine failed to appear, but presently a motorcyclist arrived, saluted and reported:

"The cavalry have conked out on the hill, sir, but expect to be up shortly."

HOW KRAMER AGAIN ANNEXED THE AMERICAN TITLE

For the fourteenth consecutive year Frank Kramer, the world's greatest cycling marvel, has annexed the American title. The championship races have been concluded and Kramer has won the coveted title with 47 points, having a 12-point lead over his closest rival, Alfred Goullet, the fast Australian sprinter.

The first titular race run during the season that is rapidly drawing to a close was at the New Haven, Conn., track, June 12th, the distance being one mile. Kramer, Joe Fogler, the Brooklynite; George Cameron, of New York, and Goullet qualified for the final and Kramer came home in front, while Fogler, Goullet and Cameron finished in the order named. Walter Rutt, the German world's champion, accounted for the next race at one mile, which was run at the Newark, N. J., Velodrome. Kramer had to be content with second place and Goullet fourth, third place being taken by Bob Spears, the elongated Antipodean.

Brighton Beach track, in Brooklyn, N. Y., was the scene of the next title race, and the distance was two miles. Kramer won from Goullet, Rutt and Frank Cavanagh, the Newark Irishman. The date of that race was June 20th. In the next race, run at the Newark track, July 8th, Rutt had the misfortune to be disqualified in the semi-final heat for running through on the inside of the pole line while passing a rider. Goullet won the final, at a half-mile, winning over Fogler, Kramer and Jake Magin, the Newarker.

Goullet, showing a remarkable improvement in form, won the next two championships. The first of these, at a half-mile, was run at the New Haven track, July 10th, and the second at the Brighton Beach saucer on July 18th. The next one was at Brighton Beach and went to Kramer, the distance being one mile and the date August 1st. Alfred Grenda, the Tasmanian, made his first showing in a titular race at the Brighton track, August 8th, and he won the contest at one-third-mile. The balance of the races were taken by Kramer, Goullet and Moretti, the Italian.

The complete championship record and the manner in which the various riders scored their points at the rate of five points for a first, three for a second, two for a third and one for a fourth place, is given in the accompanying table.

	1st	2nd	3rd	4th	Total
Kramer	6	4	2	1	47
Goullet	5	1	2	3	35
Rutt	1	2	6	0	23
Lawson	0	4	1	1	15
Fogler	0	3	0	2	11
Grenda	1	0	1	0	7
Moretti	1	0	0	0	5
Clark	0	0	1	1	3
Cavanagh	0	0	0	3	3
Spears	0	0	1	0	2
Walker	0	0	0	1	1
Magin	0	0	0	1	1
Cameron	0	0	0	1	1

A case recently came up in the County Court at Horsham, England, in which a boy, a bicycle, and a bullock each played a part. The owner of the animal was sued for damages by the lad's father. The judge decided that "the beast had not been under proper control" and awarded the little fellow $3.20 in damages.

OFFICIALS AND CONTESTANTS AT START OF MISSOURI CYCLING CLUB HANDICAP ROAD RACE

BIG SAVANNAH GRAND PRIZE DATE SETTLED

A matter of general interest to motorcyclists all over the country is the announcement by the Savannah (Ga.) Motorcycle Club of its determination to run the second annual Grand Prize 300-mile motorcycle race this year on Thanksgiving Day, taking the place in the sporting calendar of the premier automobile event with which the people of this section have been several times enlivened.

Communications have already been received from several manufacturers asking for entry blanks. Both the Hendee Mfg. Co. and the Harley-Davidson Motor Co. have donated $100 to be hung up as prizes for the successful riders. It is officially announced that between 50 and 75 of the best riders in the country will be in Savannah Thanksgiving week.

The blanks will call for entries to close November 10. After that date the post-entry fee will be $100. Riders must register at the club rooms not later than November 24 and not earlier than November 15. The prizes will amount to $850 in gold—first prize, $500 and the Savannah Challenge Trophy, donated last year by the Mayor and Aldermen of Savannah; second prize, $250, and third prize, $100.

The trophy is now in the hands of the Excelsior people, whose machine, ridden by Bob Perry, of Illinois, won last year.

President Carraway has announced the committees that will have charge of the race. O. A. Meyer has again been named as chairman of the executive committee, which will be composed of Edgar Morrison, Martin Schroder, George Porter, W. C. Carraway, J. S. Cafiero and John Dillon. This committee is made up of the chairmen of the several committees. A special meeting of the club will be called before the end of the month to work out details.

The committee on subscriptions has already begun work. As the race will be run free this year, there being no grandstand, the club feels that it is not asking donations of the people, but merely securing the price of admission prior to the contest. It will be recalled that the grandstand was ordered torn down and sold following the determination las fall of the Savannah Automobile Club not to apply again for the Grand Prize automobile race for the Chatham County course.

The county commissioners will of course be expected to put the roads in repair over which the race will be run. A committee has been named to wait upon the commissioners and secure their sanction. There is scarcely any doubt that the commissioners will agree to do everything that is necessary. The race will probably be run over the same course outlined last year.

"Stunts" at Toledo Fair Meet

At the Toledo Fair on the 20th inst. 10,000 spectators were thrilled by witnessing a race between an aeroplane driven by "Art" Smith of Fort Wayne, Ind., and Ray Creviston, riding an Indian. The aeroplane won after a spectacular flight.

Shorty Matthews, the popular Thor rider, accounted for the 25-mile race in 30:02. Jones broke a chain but managed to make up the lap he lost in repairing it and came in behind Matthews. Pineau showed the way at a fast pace until the 24th mile, when he blew a tire near the finish. He cut it off and crossed the line on the rim in fourth place.

Motorcyclist Captures Two Smugglers

A lone motorcycle officer of Los Angeles recently frustrated a plot to smuggle into this country a party of Chinese. John Wicklund, the motorcyclist, saw the Orientals landed from a launch, and when they entered an automobile and started for the city, Wicklund immediately gave pursuit. He succeeded in arresting 18 of the Chinese and two members of a supposed smuggling syndicate who were piloting them.

BALTIMORE'S "ALL FOR GLORY" MEET A SUCCESS

The all-for-glory meet of the Crescent B. C., of Baltimore, Md., held at Clifton Park on Saturday afternoon, September 26, was a big success, and as it was open to all riders it brought out a large number of competitors as well as a big number of spectators. The weather was ideal and the track in splendid condition. The slow race was the most amusing of the meet.

The summaries.

One-mile, open to new riders—Won by Harry Nechamkin; second, Harry Dempsey; third, John Hand. Time, 3:59.

One-mile free-for-all—Won by Welby Sherman; second, Langdon M. Sanborn; third, Fred M. Sanborn. Time, 3:19.

One-mile, open to riders who had never finished better than fourth in a previous race—Won by Edgar Jeffries; second, R. McFadden; third, Joe Pearson. Time, 4:08.

Two-mile lap race—Won by Welby Sherman; second, Edgar R. Boehm; third, Fred M. Sanborn. Time, 6:40.

One-mile novice—Won by John Hand; second, Harry Dempsey; third, Irwin Frock. Time, 3:53.

Miss-and-out, three-quarters of a mile—Won by Langdon M. Sanborn; second, Edgar R. Boehm; third, F. M. Sanborn. Time, 2:30.

One-quarter-mile slow race—Won by William Heeman; second, George Vogt. Time, 10:50.

One-mile relay—Won by L. M. Sanborn and Edgar R. Boehm; second, F. M. Sanborn and Welby Sherman. Time, 2:58.

One-mile novelty—Won by Edgar Jeffries; second, R. McFadden; third, Harry Nechamkin. No time taken.

Unlimited pursuit, one and fifteen-sixteenths miles—Won by F. M. Sanborn; second, L. M. Sanborn. Time, 5:30.

Half-mile consolation—Won by R. Hayden Gittings; second, William Heeman; third, Thomas Collison. Time, 2:08.

PERPLEXING QUESTION TROUBLE ASSESSORS

Washington Officials Can't Agree on Definition of a Motorcycle—Some Call It an Automobile, Others Maintain That It Is a Bicycle

"What is a motorcycle?" is a question that has divided the 39 county assessors of the state of Washington into three camps this year, each vociferously insisting that its own answer is the correct one.

One group of assessors insists that a motorcycle is an automobile. Another faction holds fast to the theory that it is a bicycle, while the third contingent is steadfast in the belief that the hybrid gasolene bikes are "miscellaneous."

The cause of all the contention is the old state law providing that in reporting personal property assessments to the state tax commission assessors must classify the property under 51 heads, ranging from horses to fish traps. When this law was passed, the bicycle was in its heyday, and a special class was made for the "safeties." Automobiles were just beginning to be heard of, and as a tribute to its own progressiveness and powers of foresight, the legislature made a class for motor cars. But the motorcycle was still far in the future, and accordingly no mention of it is to be found in the classification.

Since that time the automobile has increased in numbers enormously and the motorcycle has come into existence and surpassed the bicycle in popularity in the state of Washington. Confronted with this situation and no place to list motorcycles, some assessors have added them to the list of automobiles, some to the number of bicycles, and others have classed the two-wheelers in the column "All other items of personal property."

Gibson Digs Out Interesting Data

This month the Federation of American Motorcyclists completes its eleventh year of existence, and it is interesting to know who of the 44 who paid Treasurer Gibson their membership fee and first year's dues, amounting in all to $2, on the day the national organization was formed, have sent in their renewals during the present month. In looking over his list, Dr. Gibson finds that renewals of founders for the next year have been received from No. 1, R. G. Betts, N. Y., founder and first president; No. 4, D. R. Thompson, Brooklyn, N. Y., who signed the "call to arms" which led to the foundation of the F. A. M.; No. 5, C. L. Simms, Brooklyn, N. Y., another of the signers; No. 7, C. B. Gibson, Westboro, Mass., who was elected treasurer at the first meeting; No. 13, G. M. Hendee, Springfield, Mass.; No. 34, Henry Heyer, Brooklyn, N. Y., and No. 42, W. F. Remppis, Reading, Pa.

Watch for These Stolen Machines

Twenty-five dollars is offered for the return of a 1913 model Indian, license No. 911358, stolen from Herbert Loewen, Wyomissing, Pa., September 15th. The front mudguard is off and the back tire is in bad condition. The machine is equipped with a horn, but no light; engine No. **93E102.**

Charles Stern, of 585 West 178th street, New York city, reports the theft of Columbia model 410 bicycle, enameled black, fitted with New Departure brake, extension handlebar, and without guards.

It is a meaner case of theft than in many instances, although, of course, all are mean, for the reason that the bicycle was won by Mr. Stern's son, who has worked for several years to sell papers and magazines enough to buy a bicycle. Finally he succeeded, and the first day's use, September 18th, while taking his first ride, a tire became soft and the boy, not knowing how to remedy the trouble, consulted a stranger, who accompanied him to a nearby garage, where the tire was pumped up. On his way home a boy of about 18 years, with light reddish hair and freckled face, medium height, asked the boy to let him have a little try out of the machine. Then mounting the new bicycle he rode quickly around the nearest corner, never returning. The boy was nearly broken hearted by the theft.

Motorcycle an Underbrush Remover

A. S. Thersen, Bettineau, S. D., uses a motorcycle to help him clear his farm. To remove limbs and brush he simply loops a chain about the wood and attaches it to the motorcycle. The powerful two-wheeler soon yanks the brush to the pile for burning.

The city council at Quincy, Ill., are up in arms against the practice of the local riders, who carry the "fair sex" on the tanks. A law may be passed to make the boys cut out tank riding.

GRAND JURY OPPOSES USE OF TANDEM SEATS

Baltimore Body Wants Tandem Riding Abolished and Says Sidecars Should Carry Lights in Front—Local Riders Will Fight Tandem Decree

The motorcyclists of Baltimore, Md., are not having much peace of mind these days. Even the Grand Jury has come out against them by recommending in its report that tandem riding be prohibited and that other evils be eliminated. Several weeks ago President Boyd of the Maryland Motorcycle Club was summoned to the City Hall and informed that certain abuses of the law must stop, and as a result the club unanimously decided to cooperate with the authorities in weeding out the speed fiends, open muffler cranks, reckless riders, etc. The Grand Jury also wants a light placed on the front of the sidecars to insure safety to pedestrians. There is no objection to this, but the club will fight any move to abolish tandem riding. The city officials know just where the riders stand in Baltimore on this question and that they are prepared to put up the stiffest kind of a battle. City Solicitor Field knows this, as he was the first to stir them up, after which he retired from the firing line and has kept in the background ever since.

Johnson Appoints Two Local Attorneys

Wm. Johnson announces that the F. A. M. attorney for Worcester, Mass., has been appointed. He is C. F. Campbell, 314 Main street, recommended by E. R. Compton and Worcester dealers, and he will take care of all the legal troubles of motorcyclists in that district.

The F. A. M. attorney for Birmingham, Ala., is James Esdale, First National Bank Building. He is recommended by Gus Castle, F. A. M. director.

That motorcycles and automobiles are a great boon to rural mail carriers, is the opinion of delegates to the fifteenth annual convention of the Iowa Rural Letter Carriers' Association, recently held in Des Moines. An experience meeting disclosed the fact that scores of the carriers are using the motor propelled vehicles at a great saving of time and expense.

The latest club to come into the F. A. M. is No. 493. It is located in New England, with L. W. Ludden, secretary, 24 East Elm street, Brockton, Mass. It has 21 members.

JENSEN WINS C. R. C. A. ROAD CHAMPIONSHIP

Defeats Napthal and Baker by Slim Margin of One Point Each—Team of Four Selected to Represent Club in Interclub Championship Races

Members of the Century Road Club Association competed on the 27th inst. in unpaced time trials, to decide the make-up of the rider and the four-man team to represent the club in the Interclubs' Amateur Road Racing League's annual unpaced championship races. These are to commence Sunday, October 4; to be continued October 11th.

The races were at distances of one, three, five and ten miles, and were run over roads in fair condition at Grant City, Staten Island, N. Y. Considering the cold and the strong cross wind that was blowing during the races, the times made were good.

MORGAN AWHEEL, TAUB STANDING

The result was that Jensen was chosen as the club's unpaced road champion, while Jensen, Napthal, Parker and Taub will ride on the four-man aggregation.

The summary:

One-mile—Won by Joseph Napthal, 2:38⅖; second, Berthold Baker, 2:42⅗; third, Edwin Jensen, 2:44⅕; fourth, Isadore Taub, 2:46⅘.

Three-mile—Won by Jensen, 8:17⅖; second, Napthal, 8:17⅖; third, Baker, 8:17⅗; fourth, Taub, 8:23⅕.

Five-mile—Won by Baker, 13:58⅖; second, Jensen, 13:59; third, Napthal, 14:01⅘; fourth, H. A. Whiteman, 14:50⅗.

Ten-mile—Won by Jensen, 28:35⅖; second, Baker, 29:03⅗; third, Napthal, 29:24⅕; fourth, Taub, 30:03⅗.

Points scored were: Jensen, 14; Napthal, 13; Baker, 13; Taub, 3.

TAUB LEADING NAPTHAL IN 10-MILE EVENT A WEEK AGO

New Saucer Opened at Omaha

Riding at the extraordinary speed of 100 miles an hour, Larry Fleckenstein, of Denver, riding a six-valve Cyclone, non-commercial machine, took the opening event at the new Stadium Speedway, at Omaha, Neb., on Sunday, the 27th inst. For the entire distance a tremendous pace was continuously maintained by the Denver rider, who defeated Morty Graves on an eight valve Indian, and J. McNeil on an Excelsior.

A crowd of over 8,000 people assembled at the track, while 500 automobiles and 700 motorcycles were parked near the stadium. The excitement was intense as Fleckensetin led off the first lap in 12 seconds, a speed of 100 miles an hour, and completed the first mile in 37 seconds. Continuing his hair-raising pace, he ended the second mile in 37⅘ seconds, doing the two miles in 1:14⅘, bettering the previous record made at Dodge City. This speed was made possible by the new one-third mile saucer, which is said to be the largest and fastest yet built in America.

Only one serious accident marred the event. Charles Suddeth, mounted on an Excelsior, while tuning up at 80 miles an hour, had his first fall in five years when he brushed another rider, veered up to the wall at the top of the saucer, and was hurled over his handlebars 100 feet along the track. Two large splinters pierced his abdomen, but the doctors say that he will be seen on the track again after a short lay-off. Dave Kinney, the Indian rider, was thrown, but sustained nothing worse than bruises and a few cuts.

Next Saturday the racing will be renewed, when more world's records may fall.

Matthews Goes Fast at Pittsburgh

Two track records were broken at Schenley Oval by "Shorty" Matthews on the 26th inst., and Pittsburgh motorcycle fans, who turned out to the number of at least 20,000, enjoyed a rare afternoon of sport. The local riders, who are only allowed the use of the track for practice, a couple of evenings before a race meet, battled hard and made a creditable showing against the veteran "Shorty." Four spills enlivened the meet, and the machines were damaged but the riders escaped with slight injuries. Bacon, Martin, Immel and Giesey were the tumblers. A mistake in the pits cost Schmidt the 25-mile championship race. A leaky oil tank caused him to stop in the middle of the race, with a lead of more than a lap.

Summaries:

Five-mile, amateur — Won by Lou Crist, Harley-Davidson; second, H. Simon, Indian; third, H. Glacken, Harley-Davidson. Time, 6:28⅕.

Five-mile, professional — Won by "Shorty" Matthews, Thor; second, A. G. Schmidt, Indian; third, W. E. Littel, Excelsior. Time, 5:54⅗.

Ten-mile, professional—Won by Matthews; second, Schmidt; third, Littel. Time, 11:53.

Three-mile, amateur, bicycle—Won by L. H. Emerick; second, L. G. Caldwell; third, J. Cotts. Time, 8:19⅕.

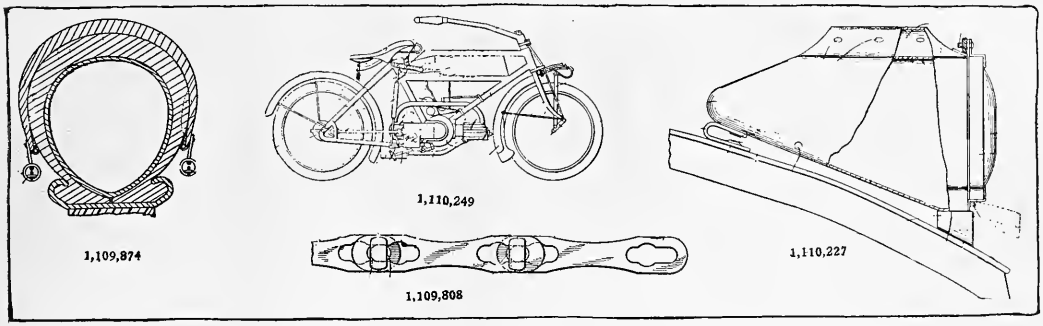
Five-mile, professional—Won by Matthews; second, Schmidt; third, Littel. Time, 6:02⅖.

Twenty-five-mile, professional, County Championship—Won by Keyes, Harley-Davidson; second, Schmidt; third, Markman, Indian. Time, 33:48⅗.

New York "Grind" Dates Are Out

Unless something unforseen turns up, the annual New York six-day bicycle race will be run in November, the dates being 16 to 21. It was at first thought that the December dates might be secured for the annual grind, but owing to the fact that Madison Square Garden had been leased for that month, the earlier dates had to be taken.

Inventions That Have Passed Uncle Sam's Scrutiny—Recent Patents



1,110,249. Variable-speed Transmission Mechanism for Motorcycles. Robert L. Bailey, Portland, Ore., assignor to A. L. MacLeod, Portland, Ore. Original application filed February 19, 1912, Serial No. 678,472. Divided and this application filed May 6, 1912. Serial No. 695,407.

The combination, in a transmission device, of a drive shaft, a level movable to a selected position, means cooperating with the lever for storing up energy adapted to be exerted in either direction of movement of the lever, a mechanism operated by the movement of a rod cooperating with the drive shaft to effect the change of speed, means to hold the rod against movement, and means for releasing the rod and permitting to move to a position corresponding with the desired speed.

1,110,227. Vehicle Fender Light. Frank R. Pike, Ontario, Cal. Filed April 2, 1914. Serial No. 829,074.

In combination with a fender and a lamp, of a bracket secured to the fender, the bracket having diagonally arranged slots, bolts passing through the slots and the front portion of the lamp, and means for securing the rear portion of the lamp to the fender.

1,109,874. Supplementary Cover or Band for Pneumatic Tires. Edward Scott, Wooler, England. Filed August 1, 1913. Serial No. 782,488.

In a protector for pneumatic tires, comprising a cover piece, suitable means provided on the cover piece for attachment on the tire, and a dirt excluding device provided on the sides of the cover comprising a tapered strip. Strip has a beading on its outer end to provide a cushion between the edge of the protector and the tire.

1,109,808. Drive Chain. George W. Wilmot, Hazleton, Pa. Filed December 26, 1912. Serial No. 738,654. Renewed June 15, 1914. Serial No. 845,293.

A chain comprising links consisting of two parallel spaced members having slots in their opposite ends, the slots each having an enlarged portion; links which alternate with the first named links and which have elongated slots in their opposite ends; pintles for connecting the ends of the alternating links, and having oblong heads at their opposite ends.

Lantern Slides as Photo Negatives

A new use for the Harley-Davidson lantern slides after they have outlived their show time in the moving picture theaters has been found by Herman Heumader, New Pine Creek, Ore. Using the slide as a photographic negative he has prints made on postal cards, an effective advertising idea, he tells us. The slides are just the width of the cards and leave plenty of space underneath for any notation which Heumader may care to make relative to appointments for demonstrations, etc.

Motorcycle as Stationary Engine

The newest use for the motorcycle is that of chaff-cutter. A farmer at Salop, England, has fixed his machine on a stand alongside one of the farm buildings and connected it to the chaff-cutter by a chain. On the floor above a turnip cutter is operated by the same means. When the farmer wishes butter, he attaches a churning machine to the motorcycle and churns away. He claims that the cost of running the contrivance is more than covered by the fact that it does two men's work at once.

One-Armed Motorcycle Rider

Four years ago A. F. Hanson, while working with a sheet metal work company, lost his right arm, and for a while he did not know what occupation he could follow. Being a man of determined spirit he tried to become a master of a motorcycle, and today, with only one hand to guide operations, he can be seen on the streets of Portland, Ore., carrying larger loads than any other messenger in the employ of the Hasty Messenger Co. of that city. He has a side lever on the clutch of his Harley-Davidson machine and the spark is so adjusted that both can be worked with one hand. Hanson travels every day more than 60 miles, much of it over poor and rough roads. He does all his own work on the machine, such as cleaning the engine, taking it down, etc.

He is the envy of other messenger boys in that he can take a machine off the stand, after the engine has started, and keep it balanced with one hand. Hanson has been with the messenger company two years.

Solder For Mending Aluminum

A solder which is claimed to make a perfect joint between pieces of aluminum is made by the German-American Aluminum Co., 25 West 42nd street, New York city; the solder is a German invention and is manufactured in Germany and also in this country. The solder can be melted with an ordinary blow-torch, requiring a temperature of about 400 degrees Fahr., and is run into the crack between the pieces, a V-groove being made to facilitate the run. The cost of doing the work is not more than two-thirds of the cost of doing a welding job, and the makers guarantee that when the work is properly done the aluminum will break before the soldered joint.

Graphite Spark Plugs

Considerable trouble will be saved if the threads of the spark plug are graphited before replacing these members. Make a heavy paste of powdered graphite and oil and smear the threads. When plugs are allowed to remain in the cylinders for a considerable length of time they are apt to "freeze," making it difficult to remove them.

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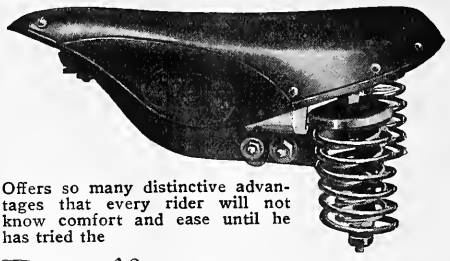

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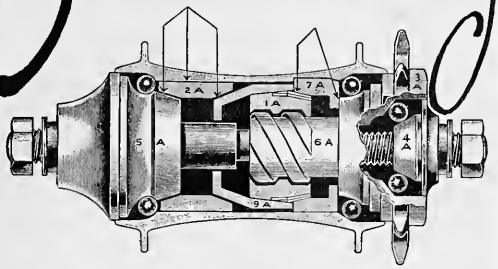

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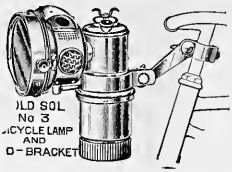

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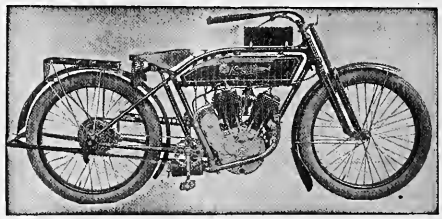

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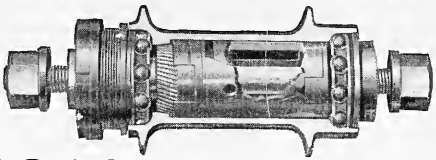

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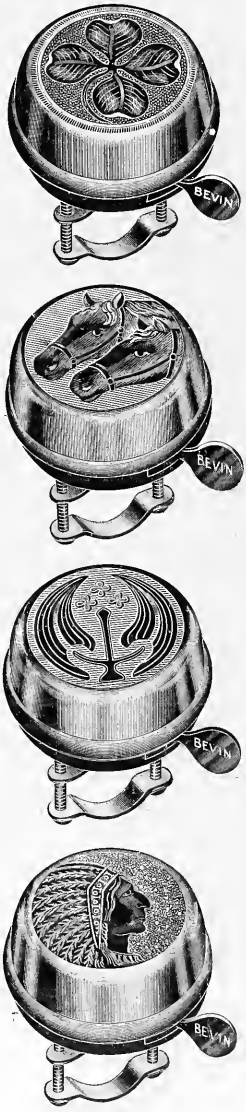

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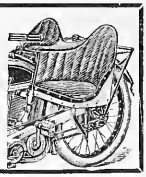

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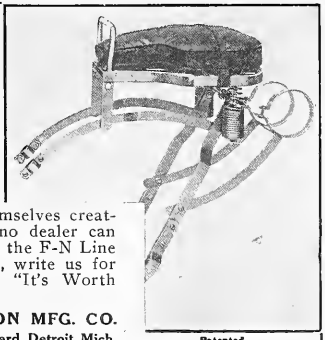
The fellow who tries to attract business without advertising is like the young man who throws his sweetheart a silent kiss in the dark. He knows what he is doing, but no one else does.

From Coast to Coast

No matter where you go the F-N Line is always in evidence. Sixteen different articles, each one distinctive and exclusive with us. Are in themselves creating a demand that no dealer can afford to pass by. If the F-N Line is not in your stock, write us for catalog and prices. "It's Worth While."



Patented

FENTRESS-NEWTON MFG. CO.
253-255 Lafayette Boulevard, Detroit, Mich.

United States Bicycle Tires

Are the famous Hartford and Morgan & Wright brands greatly improved.

They are sold by reliable dealers everywhere.

UNITED STATES TIRE COMPANY
Broadway at 58th Street, New York City

FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

There Never Was a Catalog Like This

IT is the most important we ever issued and contains the announcement of radical changes in New Departures that every live man in the trade wants to know about. A copy has been mailed to every dealer on our list. If you do not get yours promptly, drop us a post card and ask for it. We will send it by return mail. : : : : : : : : : : : : :

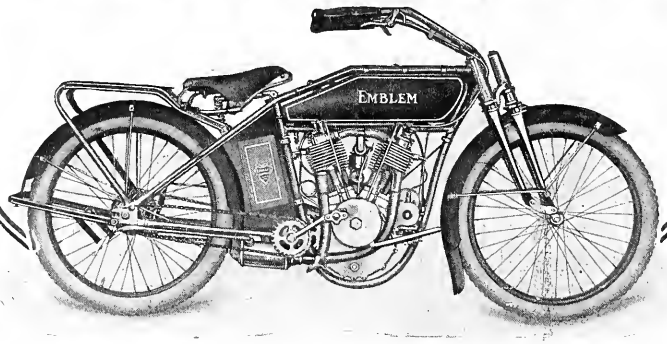
THE NEW DEPARTURE MFG. CO.
Bristol, Connecticut

A good part of the pleasure of owning and riding a motorcycle is in knowing that your mount is up-to-date in all points. EMBLEM is a thoroughbred machine. It embodies all that is best in a motorcycle. It expresses distinction in every line. EMBLEM riders are never out-classed in any competition of form, endurance, power or speed.

EMBLEM MANUFACTURING COMPANY

Angola, Erie County, N. Y.
Also Makers of the World Famous Emblem Bicycles

EMBLEM

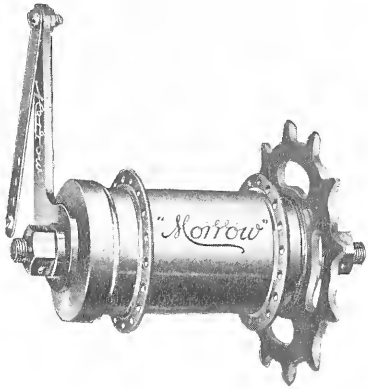


DISTRIBUTORS
For California, JOHN T. BILL & CO., Los Angeles. For Oregon, Washington and Idaho, BALLOU & WRIGHT, Portland, Ore., and Seattle, Wash. For the South, HENRY KEIDEL & CO., Baltimore, Md.

Model 110, Big Twin, 10 H. P. $275
Model 108, Regular Twin, 8 H. P. . . 250
Model 105, Big Single, 5 H. P. . . 200

THE BRAKE THAT PUTS THE

SAFE in "SAFETY"



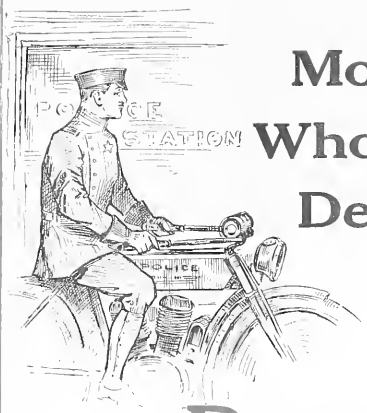
THE MORROW

BICYCLE COASTER BRAKE

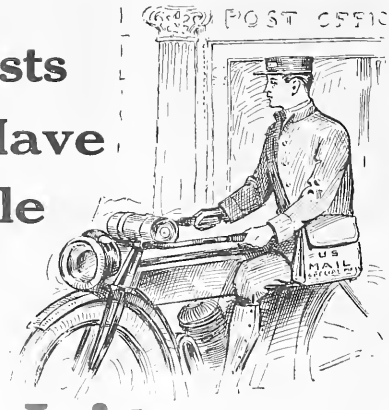
Built by the

ECLIPSE MACHINE CO., Elmira, N. Y.

Licensed Coaster Brake Manufacturers



Motorcyclists Who Must Have Dependable Light Use



Prest-O-Lite

Prest-O-Lite is the only reliable lighting system. That is why you will find the Police, Post Office messengers, Life Guards and the majority of motorcycle riders using dependable Prest-O-Lite.

Sturdy - Safe - Economical - Efficient

These riders use Prest-O-Lite because they know it gives constant service through hard, hazardous riding, and is always ready at a moment's notice.

Avoid the inconveniences of a delicate lighting system. A broken wire—a defective battery terminal may plunge you into inky darkness and bodily danger, without warning. An ordinary "spill" will ruin the best set of batteries you can buy.

Good, sturdy Prest-O-Lite can never fail you. If your tank runs low, it gives you warning, and you still have ample gas to run you to the nearest exchange agency.

If your motorcycle is not already equipped with Prest-O-Lite, ask any experienced rider why he prefers Prest-O-Lite. He will tell you it is the cheapest dependable lighting system to buy or operate—that it demands no care, and furnished dependable light under all circumstances.

You can not make a better choice for lighting than Prest-O-Lite. There are no complications—you simply turn the gas on and light it—when through, turn the gas off.

Ask Your Dealer!

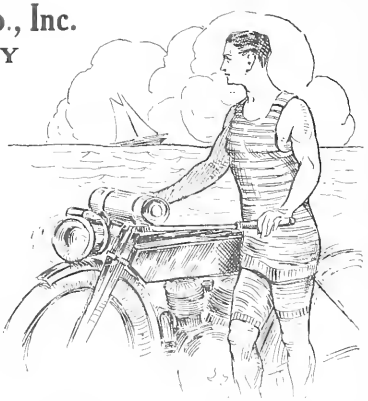
Any dealer, who is offering a combination of optional equipment, will include Prest-O-Lite, if you insist. If you know all the facts, you will insist.

We back up the economy and satisfaction of Prest-O-Lite with a genuine Money-Back offer—you can try it 30 days FREE, if you wish. Insist upon the same guarantee before you accept any other system.

We will mail you a book, giving all the facts on ALL lighting systems on request. It will save you time, money and trouble. Ask for it today.

The Prest-O-Lite Co., Inc.
245 SPEEDWAY
Indianapolis, Indiana

Exchange Agencies Everywhere



CHICAGO SHOW ISSUE

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, October 6, 1914 | Ten cents a copy Two dollars a year

1915 *Indian* Models

THE new 1915 Indian machines will be shown for the first time at the Motorcycle Show in Chicago Oct. 12 to 17 inclusive.

They will embody a noteworthy group of motocycle innovations and improvements, both in construction and design.

It is a matter of first importance for dealers and riders to view the new 1915 Indians, representing as they do the most advanced thought in motorcycle evolution.

The dealer who is now laying his plans for a remunerative business year is invited to go over the Indian machines and Indian sales opportunities with our officials at the Chicago Show.

Advance 1915 Catalog Ready for Distribution October 10th

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS:

Chicago Dallas Kansas City Minneapolis Denver San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

EXTRAORDINARY BARGAINS

Owing to the merging of the business of this Company with that of F. A. BAKER & CO. and the consolidation of the tremendous stocks of both concerns, we have decided to reduce prices on many articles. All of this underpriced merchandise has been sorted and placed in

Mr. Baker's Old Store at No. 10 Warren Street

for easy inspection and selection by our customers. The surplus stock must be sold now as our lease is expiring on above premises.

It Will Pay You to Stock Up for Next Year's Business

While this sale is planned on a cash basis, satisfactory terms will be made on large purchases with well rated merchants with the understanding that shipments will be made promptly. No orders can be accepted for spring shipments of this surplus stock, as one object in naming such low prices is to get the room these goods occupy and surrender the premises at 10 Warren St., to the landlord.

Both Jobs and Regular Goods Are Included in This Sale

The lot includes regular goods upon which we are over-stocked, and many brands we propose to discontinue, besides "Jobs" at much below their actual value.

Special attention is called to our desirable offerings of Bicycles, Bicycle Tires, Motocycle Casings and Tubes, Lamps, Horns, Pedals, Pumps, Wrenches, Speedometers, Spark Plugs, Saddles, Luggage Carriers and Tandem Attachments.

Please Note These Retail Prices on Motocycle Casings

When manufacturers become over-loaded they turn to us to dispose of their surplus stock, and to do this quickly we offer exceptional values.

While some of this lot of high grade motocycle casings are marked "second" and others have the serial number buffed, they are recommended as excellent value for the price charged. They are unguaranteed. When ordering please mention "JOB." Dealers will please send for Net Prices.

U. S. 28 x 2¼, $5.00

The only distinction between this lot and a guaranteed casing is that the serial number is branded out to protect the makers from return for replacement. Otherwise they could not be offered at these special prices.

Most of these casings are 28x2¼ size, but are marked on the casing "made to fit a 28x3 rim," thus being suitable for practically all 1913 and 1914 motocycles. Single Clinch. 28 inch size, Studded Tread; 26 inch, Corrugated.

28x2¼ Fitting 28x2¼ or 3 "CC" rims $5.00
28x3 Fitting 28x3 "CC" rims..... 5.50
26x2¼ Fitting 26x2¼ or 2½ "BB" rims 3.50

Goodyear Make, $4.00

The manufacturer's name is buffed off, but they are not branded. They are sold as "Seconds" because they would not pass the factory's rigid inspection, though the slight mould marks or imperfections do not detract from their wearing qualities. "S. C." means Single Clinch, and "D. C." means Double Clinch. "AA," "BB," "CC" designate the style of rims which the casings fit.

28x2 S. C. Blue Streak, "AA"..... $4.00
28x2¼ D. C. Studded, "BB"..... 4.00
28x2½ S .C. Corrugated, "BB"..... 4.50
28x3 S. C. Corrugated, "CC"..... 5.50

Please note that 2¼ inch casings will fit 2½ inch rims, and that 2 inch casings will fit 1¾ inch rims.

"Continental" Studded

These are specially good value, being new, fresh goods, with name on in full and not buffed or branded.

28x2¼ for "BB" or "old style" rims... $5.50

Motorcycle Tubes, $1 50

An opportunity to purchase inner tubes at very low prices. They are all air tight and should give a good account of themselves, figured on a basis of "cost per mile." They are assorted makes, "U. S.," "M. & W.," "Goodyear," "Continental," "Federal" and G. & J." There are not all sizes in all makes, so please specify size only and mention "Second."

Endless, 28x1¾, 2, 2½, 2¾, 3, 29x2¾ $1.50
Butt End, 28x2½, 28x2¾, 29x2¼..... 1.50

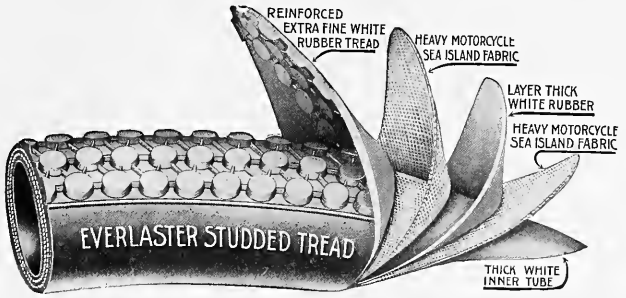
If you cannot call, send for our Bargain Book No. 146; also Special List of Casings and new Motocycle Catalog.
For the protection of the dealer we request business cards or letter heads when writing for trade prices.

NEW YORK SPORTING GOODS CO.

POWHATAN ROBINSON, President
15 and 17 Warren Street

FREDERIC A. BAKER, Vice-President
"Forty-five Seconds from Broadway"

JAMES E. MURRAY, Treasurer
New York, U. S. A.



The Old Reliable

The original heavy fabric tire.

Two years old and just as good now as when first introduced.

Our 1915 line of other grades of Bicycle Tires and Bicycle Inner Tubes is worth your consideration.

Kokomo Rubber Company
Kokomo, Indiana

A Real Sales Winner

DO not decide definitely on your line for 1915 until you have thoroughly investigated the new four-cylinder HENDERSONS.

You will not be compelled to judge the market value of the new HENDERSON models on mere speculation.

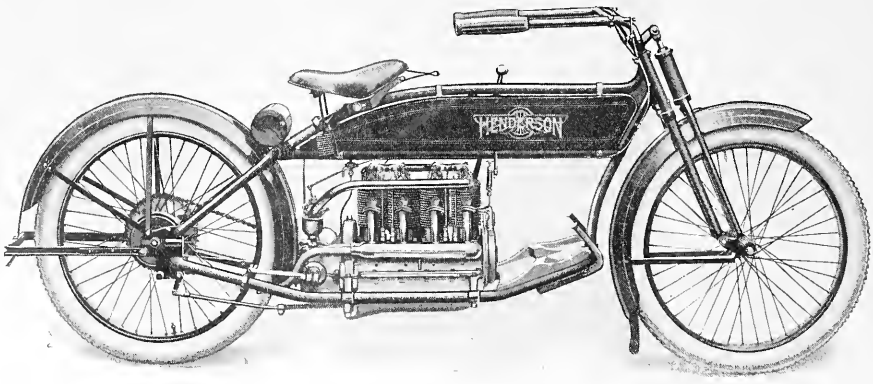
We have been delivering both the regular and two-speed models since August 15th and will show you an exceptional sales record for these two months.

A reduction in price of $30.00 on both the regular and two-speed models; a full-floating saddle and two-speed of our own design and manufacture are a few of the twenty leading features.

But we prefer that you read what our dealers have to say.

Call on us at the Chicago Show, or write for our new dealers' proposition. The 1915 HENDERSON is a real sales winner.

Henderson Motorcycle Company
DETROIT MICHIGAN



THE HENDERSON ROADSTER. PRICE, $295
Two-Speed Model, $325

3636 Bicycle Tire Dealers
Now Have This Book

The Goodyear Tire & Rubber Company's book of Selling Helps for dealers recently came off the press.

It is called "New Ways to New Business."

An illustrated circular telling about it was sent to a list of dealers throughout the country. This circular offered the book free upon request.

The result was startling. Hundreds and hundreds of dealers immediately wrote, asking for it. Already a great part of the first edition has been distributed.

What the Book Is

"New Ways to New Business" is a big 32-page book, printed and illustrated in colors. It contains chapter after chapter on scientific Selling Helps that any tire dealer can use to financial advantage. It gives the cream of the selling methods employed by hundreds of representative dealers throughout the country who were interviewed before a word was written.

It shows a wealth of trade aid material, such as booklets, advertisements, posters, hangers, calendars, stationery, tags, racks, etc., etc., that go to Goodyear dealers.

And it also tells the great success story of Goodyear-Akron Bicycle Tires —the tires which, in one short season, have so completely taken the bicycle riding world by storm.

Get One of the Few Left

If you haven't already received a copy of this great Merchandising Book, send for one today. Such a book would cost you money elsewhere. Yet it goes to you free if you act now. You will find it to be a sales-manager, advertising manager, window trimmer and general manager all in one. You will be glad to have it by you from day to day in meeting new merchandising situations.

Use the coupon. Send it today—NOW.

This Brings It FREE to You

GOODYEAR AKRON Bicycle Tires

THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio

Toronto, Canada — London, England — Mexico City, Mexico

DEALERS EVERYWHERE

Branches and Agencies in 103 Principal Cities. Write Us on Anything You Want in Rubber

Makers of Goodyear No-Rim-Cut Automobile Tires

COUPON

The Goodyear Tire & Rubber Company,
Dept. 228, Akron, Ohio.

Without charge or obligation send me your big book, "NEW WAYS TO NEW BUSINESS." Also send dealer's proposition on Goodyear-Akron Bicycle Tires.

Name .....

Line of Business.....

Address .....

.....

.....

FISK
MOTORCYCLE
TIRES

MOTORCYCLISTS everywhere are invited to inspect the new Fisk Red Top Tire with Red Non-Skid Tread and White Sidewall. We have never offered a product with greater promise of popularity. It has true Fisk quality and exceptional attractiveness.

THE FISK RUBBER CO.

Factory and Home Office Chicopee Falls, Mass.

Fisk Branches in 45 Principal Cities

Unless you see it you cannot appreciate the beauty of the Fisk Red Top Motorcycle Tire. Ask your dealer today to show you "that new Fisk Non-Skid with the Red Tread.

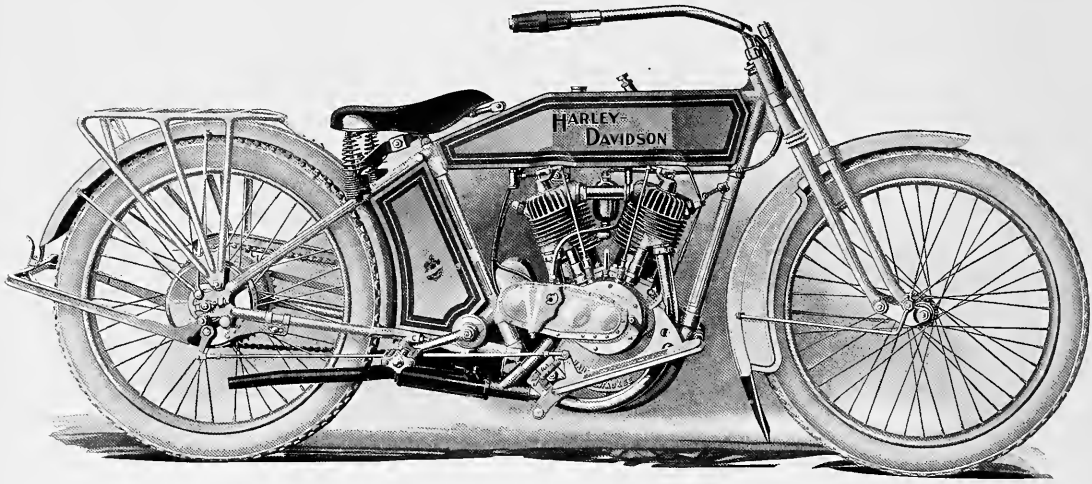
1915

Harley-Davidson

New models have 66 refinements
11 real horsepower guaranteed
3-speed sliding gear transmission
Automatic mechanical oil pump
Starter on all models
Lower prices

New Harley-Davidso

11 Horsepower Guaranteed



11 Horsepower, Twin Model 11-E (shown above) F. O. B. Milwaukee, ... $240
11 Horsepower, Close-Coupled Stripped Stock Model 11-K (not illustrated) F. O. B. Milwaukee, $250

The 1915 motor is a new motor throughout. It embodies altogether 29 changes and refinements over the 1914 motor. With no greater piston displacement than the 1914 twin, the Harley-Davidson engineers have increased the power output 31 per cent at 2,500 revolutions per minute, and 47 per cent at 3,000 revolutions per minute.

The same refinements which made this increased power and speed possible are responsible for a marked decrease in both gasoline and oil consumption and higher all-around efficiency. The new motor shows absolutely no vibration on the road. For flexibility it is a marvel—the snappiest, liveliest power plant ever put into a motorcycle.

The Harley-Davidson automatic mechanical oil pump is partly responsible for the increased speed and power of the new motor, but new cylinders, faster valve mechanism, larger inlet gas ports, a new type of inlet valves with 45° seats, larger than before, together with a larger intake manifold and carburetor, and heavier fly wheels, are some of the important changes noticeable.

The precise lubrication of the new motor, perfect combustion of gas, perfect scavenging of burnt gases, and the elimination of practically all motor vibration, will materially increase the life of the Harley-Davidson motor.

The 1915 Harley-Davidson is the First Motorcy

High Duty Twin Motor

Operation of Automatic Oil Pump

In the illustration the rotary valve member R rotates in an anti-clockwise or left hand direction, looking at it from the top.

After the cam H has raised the plunger P to its highest point the spring Y returns the plunger, drawing a charge of oil from the tank through the supply pipe S, and through the intake system, as follows:

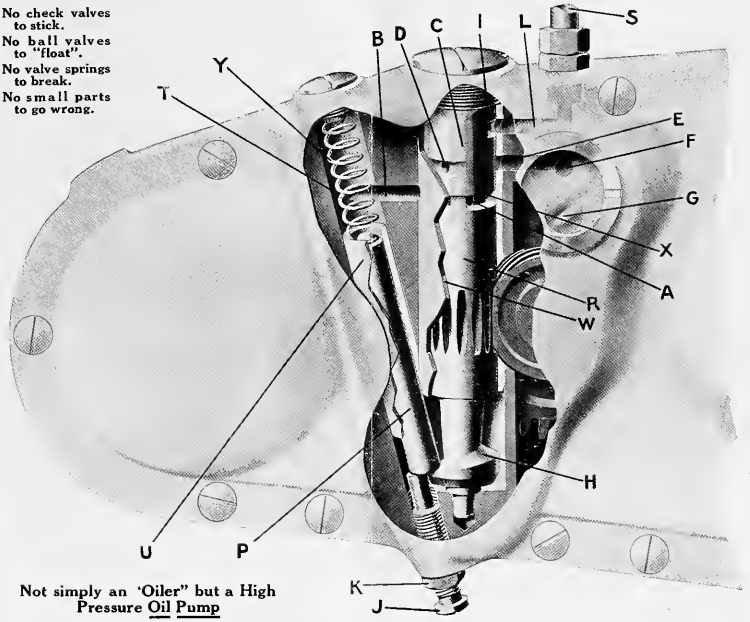
Through the channel L oil reaches the intake port I in valve member. The port I is connected with the hollow center C of distributor R. From C the oil passes through the opening A into distributor channel X, then through channel B to pump chamber T.

Just after the completion of the intake stroke of plunger P the intake port I closes and discharge port D opens, lining up with channel E. As soon as the plunger is raised by cam H the oil in chamber T is discharged through the channels B, X, A, C, D (D is now opposite E), E and F to the sight feed. From the sight feed the oil is forced to the motor through the opening G, still under pressure, of course, as the sight feed is constructed of heavy glass made oil tight with a special packing nut.

Although the highest crank case pressure registered to date in any Harley-Davidson motor was 4 pounds to the square inch, the Harley-Davidson oil pump will operate against a pressure of 70 pounds if necessary. It is absolutely infallible in its operation. There are no small parts to break or go wrong, no check valves or ball checks whatsoever. The pump has but two moving parts, the plunger P and the distributor valve member R, rotated by a worm gear made integral with one of the magneto drive gears.

The adjusting screw J, when lowered, lengthens the stroke of the plunger, thereby increasing the amount of oil delivered to the motor. By raising the screw the stroke of the plunger is shortened and the oil supply is cut down accordingly. The pump is accurately adjusted at the factory, the adjustment being fixed by lock nut K. Under ordinary conditions of service no change of adjustment is necessary.

No check valves to stick.
No ball valves to "float".
No valve springs to break.
No small parts to go wrong.



Not simply an 'Oiler" but a High Pressure Oil Pump

The Harley-Davidson Automatic Mechanical Oil Pump

Positive acting, gear driven rotary valves insure perfect lubrication in direct proportion to the speed of the motor. With oil in the tank a scarcity of oil in the motor is an impossibility—neither can the pump feed an oversupply. This makes for great economy.

More advantageous than this economy of oil, is the fact that perfect lubrication eliminates excessive carbonization of the motor and all the attendant evils. Strange as it may seem on first thought, too much oil, while not so serious as an under-supply, will eventually wear out any motor, and Harley-Davidson engineers found that the only way to prevent an over-supply was to lubricate the motor by an automatic mechanically driven pump with large, positively operated rotary valves working independently of temperature conditions and unaffected by varying consistencies of different oils. When a motor becomes carbonized tiny particles of carbon gradually work into the cylinder walls, piston face and piston rings, acting as an abrasive, eventually causing wear to these parts.

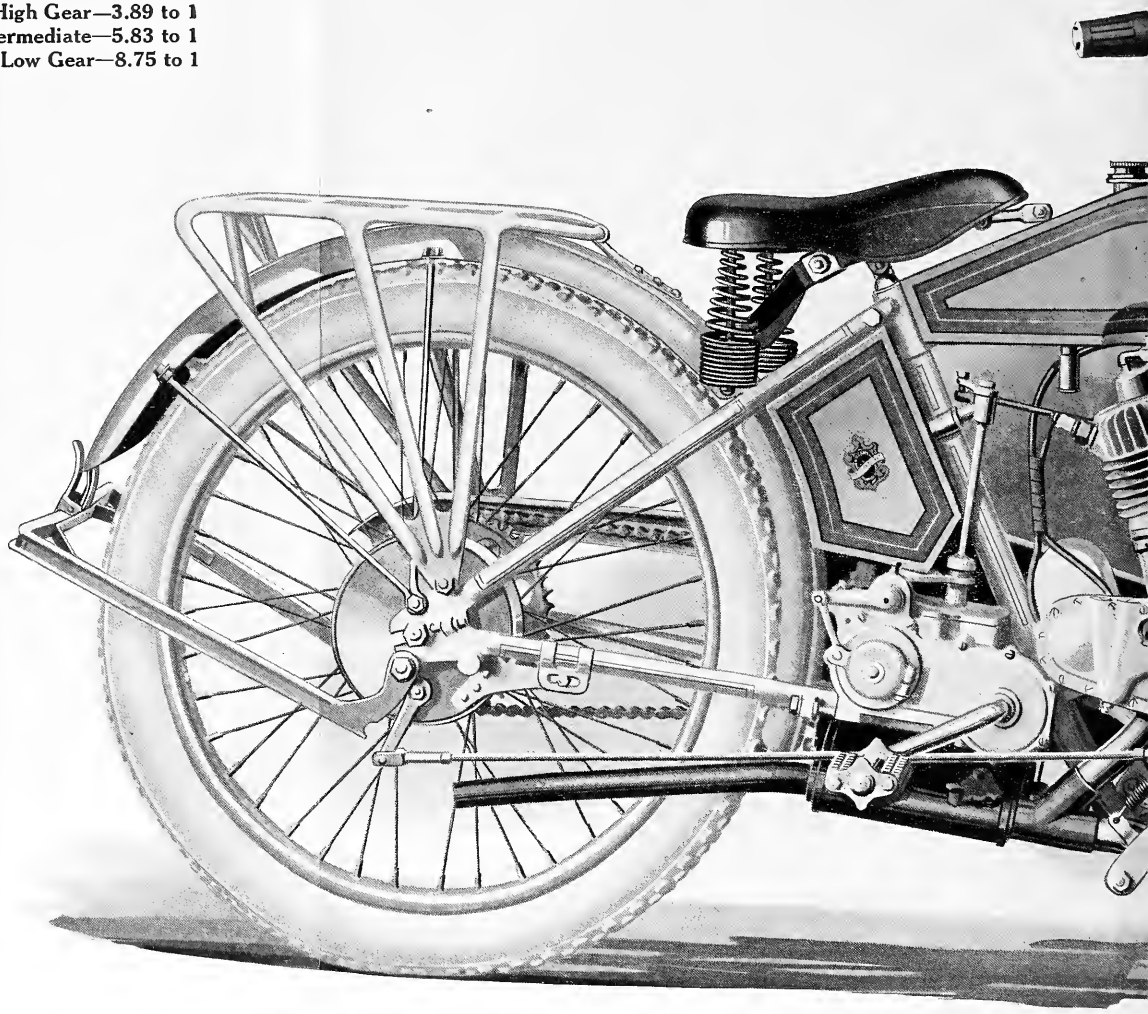
Some of this carbon works past the pistons into the crank case, where the circulation of oil carries this destructive mixture to other moving parts. If the rider neglects to clean out the crank case occasionally, this mixture of fine carbon and oil causes the crank pin, crank shafts, gears and valve action to wear long ahead of their time.

Summed up briefly, proper lubrication means sustained speed and power, prolonged motor life and uniform gas mixture. It means the end of most so-called motor troubles, due to fouled spark plugs, burnt, pitted or warped valves, and other results of an improperly adjusted carburetor, furnishing too rich a mixture necessary to offset the effects of too much oil.

Laboratory and road tests have demonstrated that the new Harley-Davidson motors are almost carbonless. By doing away with excessive carbon the premature wear of pistons, piston rings, cylinder walls and other motor parts is eliminated.

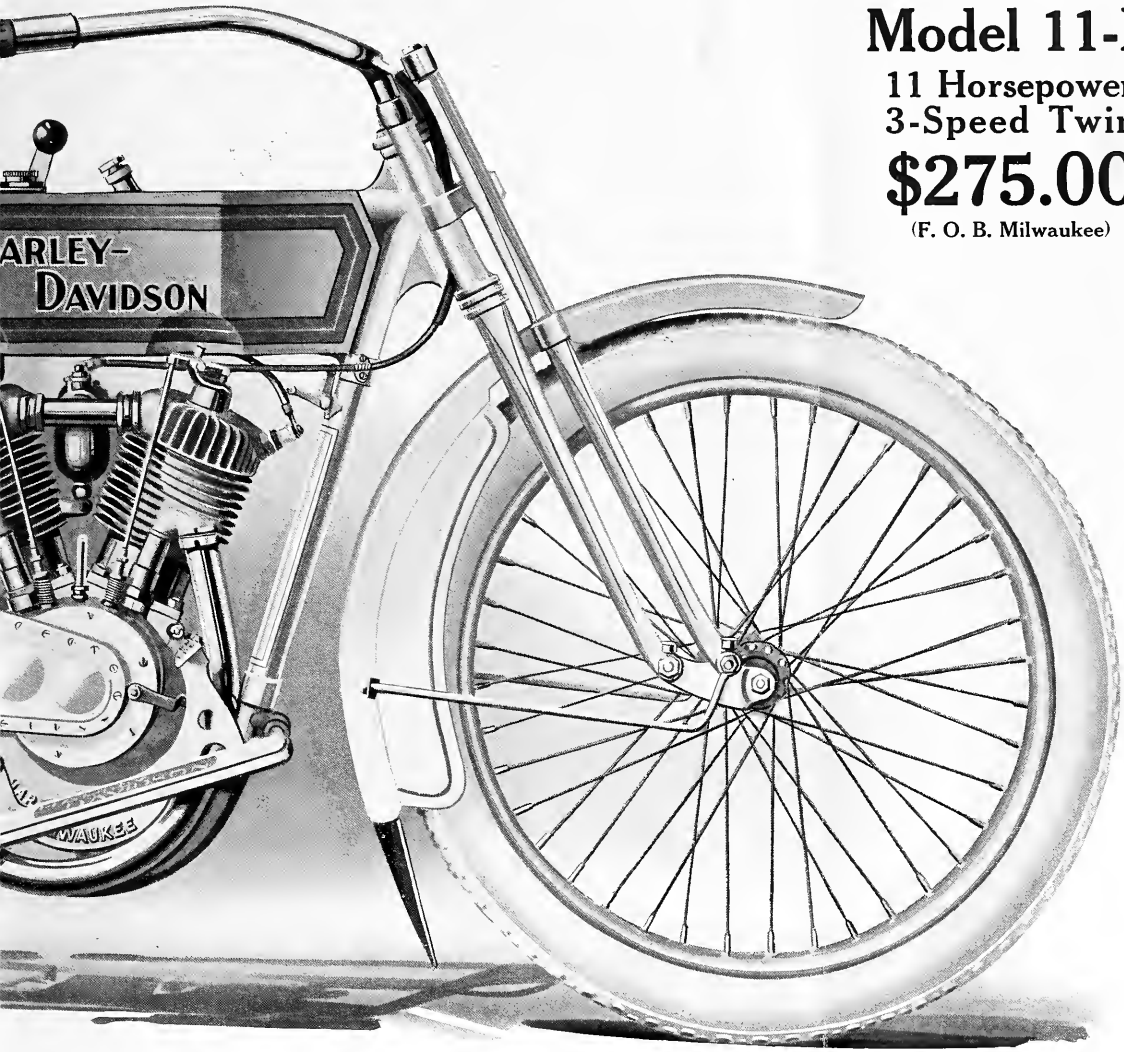
Carry a Guarantee of a Given Horsepower Rating

High Gear—3.89 to 1
Intermediate—5.83 to 1
Low Gear—8.75 to 1



This is the Day of t

More Harley-Davidson two-speed models were sold during 1914 than all other Harley-Davidson models combined. 75% of our total production for 1915 will be the new three-speed model 11-F. This is the logical touring machine—the logical sidecar



Model 11-F

11 Horsepower
3-Speed Twin

$275.00

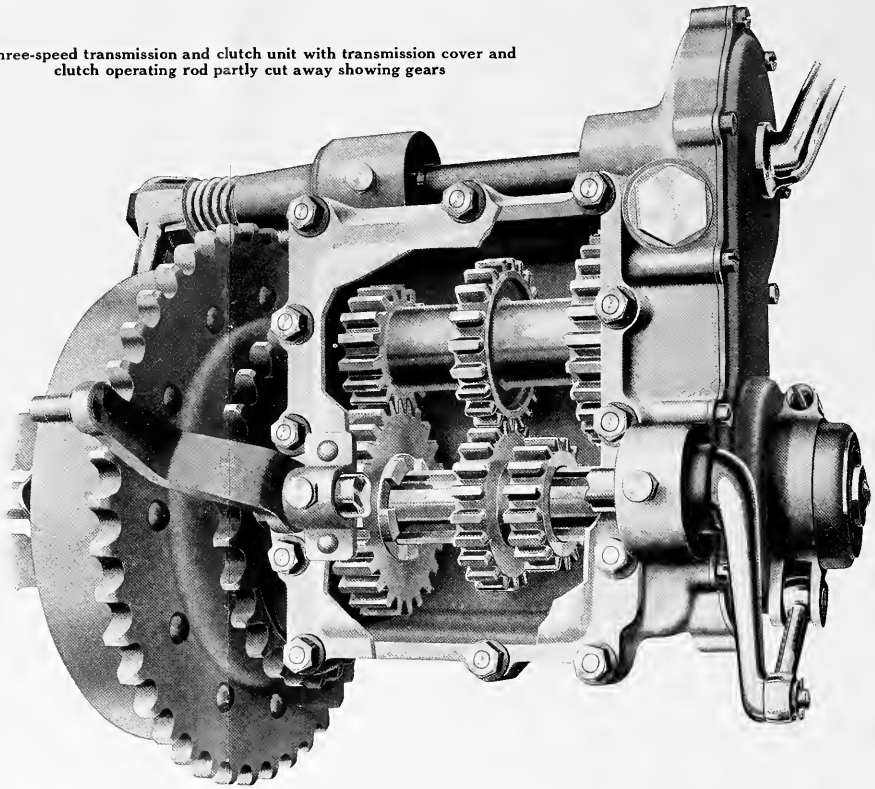
(F. O. B. Milwaukee)

e Three-Speed Twin

machine—the logical machine for all-around general usefulness. As the two-speed twin greatly increased the touring radius of motorcycles and sidecars, so will the Harley-Davidson three-speed twin increase this radius over the 1914 standard.

Harley-Davidson 3-Speed

Three-speed transmission and clutch unit with transmission cover and clutch operating rod partly cut away showing gears



The well-known Harley-Davidson two-speed gear used during the past season demonstrated what a good two-speed would do. Probably no owner of a two-speed motorcycle will ever go back to a single geared machine. Likewise, we predict that no buyer of a three-speed Harley-Davidson twin will want to go back to a two-speed twin.

Just as the two-speed proved itself superior to a single geared machine, so the new Harley-Davidson three-speed twin has demonstrated that it is more efficient, more convenient than the two-speed twin, and far more economical than any two-speed or single geared twin machine could possibly be.

With this new Harley-Davidson three-speed model the intermediate gear can be used in rough going, mile after mile if desired. There is no gear noise or overheating of the motor. The intermediate gear eases all motor strains. It

The Harley-Davidson 3-Speed Model 11-F is

Sliding Gear Transmission

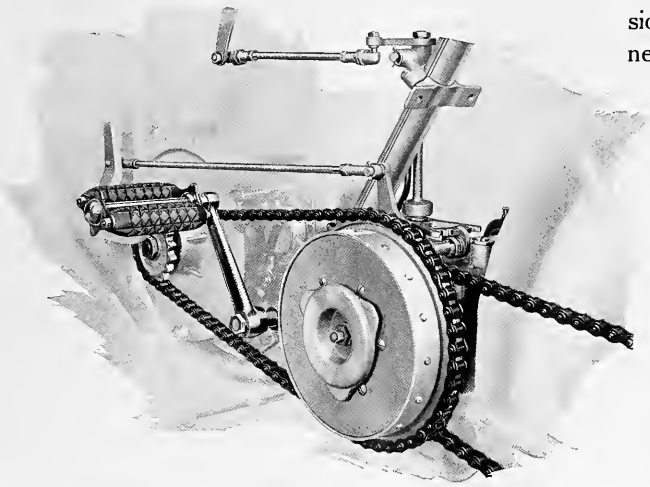
provides just the right gear ratio for hard going. With the two-speed twin in low gear the motor must be raced time and again to negotiate roads that are too much for high gear. With the three-speed transmission there is no racing of the motor necessary at any time or under any road conditions. When the going becomes too much for the intermediate gear a simple movement shifts into low speed.

In low gear this twin will go anywhere. It will climb a 45% grade with sidecar and passenger. Ridden solo it has taken a 60% grade without a murmur.

The more familiar a man is with motorcycles in general the less will he believe the claims made for the Harley-Davidson three-speed twin until he actually tries one himself or sees it perform. It is nothing short of marvelous.

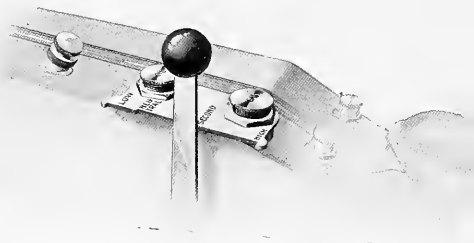
The touring radius of the Harley-Davidson three-speed twin is double that of any two-speed machine. It will take a sidecar anywhere—through sand or mud or over hills that would stall the average two-speed twin ridden solo.

The Harley-Davidson three-speed transmission is built to stand up indefinitely. There are no small parts to break or wear out. Big, generous ball-bearings and high duty phosphor bronze bushings carry the loads in low and intermediate gear. On high gear the transmission is free running. The only care or attention required is to maintain the proper oil level in the gear box. A little oil now and then, that's all. No adjustments are necessary. This transmission is fool-proof and trouble-proof. It is not necessary to tighten up anything—there is nothing to continually adjust. An ingenious locking device makes it impossible to shift the gears until the clutch is released, doing away with any chance of stripping gears.



Chain Guard removed showing Clutch and 3-Speed Transmission Unit

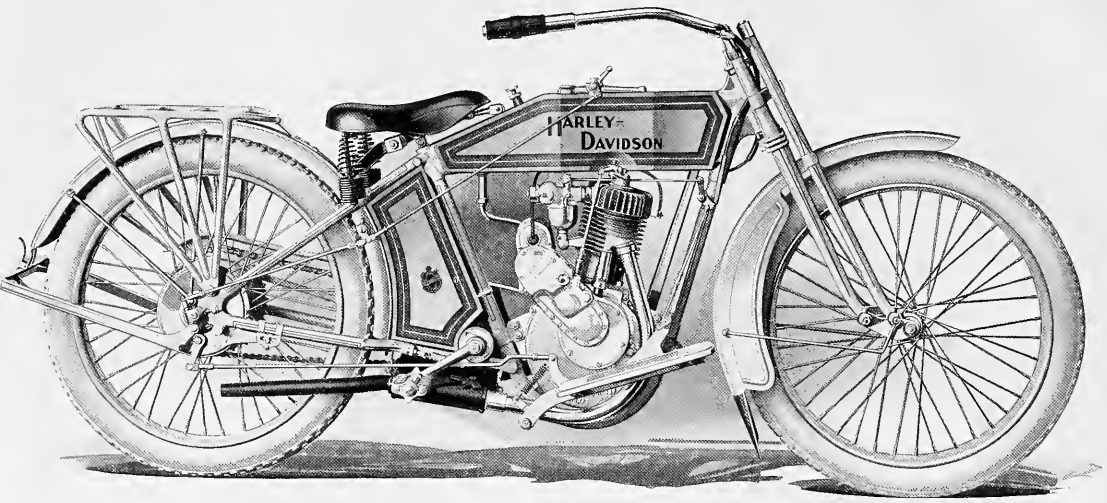
To handle the greatly increased motor power of the 1915 models, larger chains, ⅜-inches wide are now used. The larger chains together with a 16-tooth engine sprocket and the large sprockets used throughout will more than double the former life of the chains and sprockets.



Three-Speed Transmission Control showing Intermediate Gear engaged.

the First Motorcycle to Climb a 60% Grade

6 Horsepower High Duty Singles



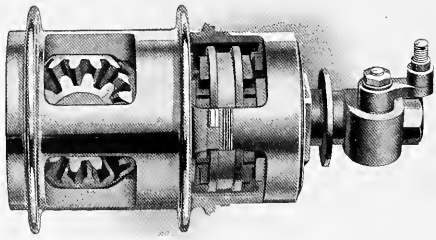
6 Horsepower, Single Cylinder Two-Speed Model 11-C (shown above), F. O. B. Milwaukee, $230.00
6 Horsepower, Single Geared Single Cylinder Model 11-B (not illustrated) F.O.B. Milwaukee, 200.00

The 1915 single cylinder Harley-Davidson motor carries a guarantee of six actual horsepower. The new single motor is marked by the corresponding refinements of the 1915 twin. The new cylinder design, larger gas ports, larger inlet pipe, and larger inlet valve, with 45 degree seat—all these changes are noticeable. The lower connecting rod bearing on the 1915 single motor is a high duty Harley-Davidson roller bearing.

With the same piston displacement as the 1914 five horsepower single, the new motor at 2,000 revolutions per minute shows an increase of power of 34 per cent, and at 2,500 revolutions per minute, an increase of 42 per cent over the 1914 singles.

The two-speed model 11-C incorporates the famous patented Harley-Davidson two-speed hub—a device thoroughly tested out and now giving satisfactory service to thousands of Harley-Davidson owners.

The 1915 two-speed is essentially the same as the 1914 type—the only changes are the bearings. A Harley-Davidson roller bearing is now used for the main bearing on the left side, and a ball thrust bearing has been added to take the slight end thrust of the gears.



Harley-Davidson two-speed hub with section cut away.

It is the opinion of Harley-Davidson engineers that the 1915 two-speed is practically indestructible. As fitting proof of this statement they ran one more than 7,000 miles ON LOW GEAR, and at the end of the run the roller bearing was in such perfect condition that it was impossible to detect any wear at this point with micrometers

As low gear is used but a [illegible] part of the time, the 1915 Harley-Davidson two-speed, with perfect lubrica[illegible]t to last indefinitely.

1915 Catalog Now Ready. Write for a Co[illegible] Today

Harley-Davidson Motor Company

Producers of High-Grade Motorcycles for More Than Thirteen Years

Milwaukee, Wisconsin, U. S. A.

Your Motorcycle

Is not fully equipped without

Prest-O-Lite

When you purchase your motorcycle you expect it to be sturdy enough to stand up under hard usage and rough roads—

Apply the same good judgment in the purchase of your lighting system.

If a lighting system has delicate connections or fragile parts that are surely undermined by vibration, and may be completely ruined by one "spill"—it is not a lighting system but a "toy."

An overwhelming majority of the motorcycle riders who have bought lighting equipment during the past year, have selected Prest-O-Lite. It has always been the choice of experienced riders.

Sturdy—Safe—Economical—Efficient

There is no system more truly convenient than Prest-O-Lite. It requires no expert services, has no uncertainties and no break-downs. It is simple, sturdy and practically trouble proof.

For real road light, for simplicity, and for low cost of operation, Prest-O-Lite has no rival.

We back up Prest-O-Lite satisfaction with a genuine money back offer. You can try it 30 days FREE if you wish. Insist upon this same guarantee with any other system.

We will mail you a book giving the facts on ALL lighting systems on request. It will save you time, money and trouble. Write today.

The Prest-O-Lite Company, Inc.

245 Speedway **Indianapolis, Ind.**

Exchange Agencies Everywhere

Space 89, Armory **Chicago Show**

NON SKID V TRADE MARK REG. U.S. PAT. OFF.

1—V. C. Red Tread
2—3 Star Sturdy Stud
3—3 Star Triple Tread
4—3 Star Success

PENNSYLVANIA

Red Oilproof Tread
VACUUM CUP TIRES
SINGLE TUBE AND CLINCHER TYPE

1915 Announcement

All 1915 V. C. Red Tread Bicycle Tires will have a ***double*** layer of Sea Island Fabric—guaranteed weight, 15½ oz.—so strong and sinewy as to make these tires practically

Puncture-Proof

This important advance in V. C. construction—in ***addition*** to the V. C. full season guarantee, the oilproof tread and non-skid efficacy—still further strengthens the position of the V. C. dealer, and gives the bicycle rider a bigger, better tire value than he has ever known before.

★ ★ ★
THREE STAR LINE OF BICYCLE TIRES

Three New Models

These tires—manufactured and marketed by the makers of the famous V. C. Red Treads—embody V. C. quality and V. C. service, proportionate to a more available price.

Triple Tread—Sturdy Stud Success

Factory built tires of uttermost value, to sell at moderate figures. These tires meet a ***definite demand,*** which we have recognized and are seeking to fill.

They offer a new set of tire values to dealer and user alike.

Descriptive literature supplied.

The Pennsylvania Rubber Company is now offering dealers more than ever before, to develop tire business in their respective territories. With the Three Star Line to fill the needs of buyers of moderate priced tires; and with the 1915 Puncture Proof Fabric as an added sales punch for Vacuum Cups, no serious competition remains that is at all worth going after.

We have all the detailed information ready to despatch to you upon request. So let your request for this come forward without delay.

Pennsylvania Rubber Co., Jeannette, Pa.

New York	Boston	Los Angeles	Minneapolis
Chicago	Pittsburgh	Detroit	Omaha
Cleveland	San Francisco	St. Paul	Kansas City, Mo.
Seattle	Dallas	Atlanta	

An Independent Company with an independent selling policy

NON SKID TRADE MARK REG. U.S. PAT. OFF.

NON SKID TRADE MARK REG. U.S. PAT. OFF.

These Tires Reduce Side Slipping

The firm, elastic grip of their suction cupped tread is the antidote for that sinking feeling when your machine slews out on a car rail, or a stretch of slippery asphalt.

PENNSYLVANIA Oilproof VACUUM CUP TIRES FOR MOTORCYCLES

Sinewy tires that stand up under the grinding wear of motorcycling. Tires guaranteed oilproof; guaranteed for 5,000 miles; with the famous Vacuum Cups to minimize skidding and side slipping.

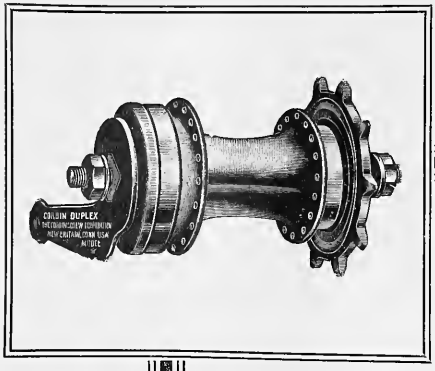
V. C. reputation is the dealer's strong protection; just as it is the user's assurance of service. And the steady growth of V. C. Motorcycle Tire sales is proof positive that both dealer and user are awake to the real value of the V. C. Guarantees.

DEALERS:—Our proposition, Pennsylvania Oilproof Motorcycle Tires, for Season 1915, is more attractive from the distributors' standpoint, both as regards profit and territorial arrangements. Write for full particulars.

Pennsylvania Rubber Co., Jeannette, Pa.

New York	Boston	Los Angeles	Minneapolis
Chicago	Pittsburgh	Detroit	Omaha
Cleveland	San Francisco	St. Paul	Kansas City, Mo.
Seattle		Dallas	Atlanta

An Independent Company with an independent selling policy



The Favorite For Fourteen Years. The—

CORBIN

DUPLEX Coaster Brake

MADE in accordance with the most efficient principle of brake construction. It's free pedal action, together with the maximum of brake surface, make the Corbin Duplex Coaster Brake unequalled for power and convenience. Ball bearings throughout minimize wear and friction, increase durability and afford smooth, easy running. Instant release, instant control. Feet at rest while coasting and always in position to apply brake at will. Any dealer or bicycle repair shop can fit Corbin Brakes to your wheel.

The more than 14 years of reliable service given by Corbin Brakes have made them the most universal Coaster Brake equipment on the market. Bicyclists everywhere endorse them. Specify the Corbin Duplex Coaster Brake for your new wheel—equip your old wheel with it. Write today for catalog.

"Corbin Control Means Safety Assured"

THE CORBIN SCREW CORPORATION

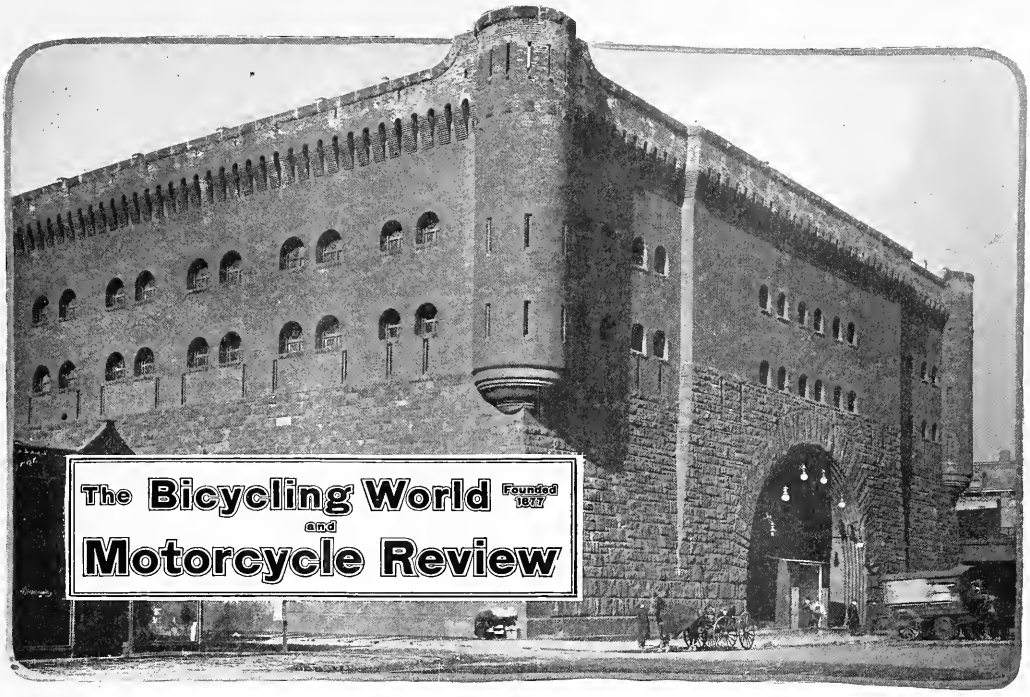
THE AMERICAN HARDWARE CORPORATION
SUCCESSORS
NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Speedometers and Automatic Screw Machine Parts

GUARANTEE

THE Corbin Coaster Brakes are guaranteed for twelve months from date of sale. We will replace any defective parts due to mechanical defects for workmanship, if returned prepaid to our factory subject to our inspection.



FIRST REGIMENT ARMORY, SCENE OF THE THIRD MOTORCYCLE, BICYCLE AND ACCESSORY SHOW

The Week's News : : at a Glance : :

What the Chicago Show Will Disclose
Hedstrom Brings Out New Motorcycle Spring Frame
W. R. Pitman Dies Suddenly
Providence Club Holds Hill Climb
Rain Again Spoils Kentucky Run
Weston Becomes U. S. Sales Manager
Exposition Team Reaches San Francisco
Olympia Show Will Not Be Held

SPECIAL FEATURES

With the Cyclists in War
Hints to Help Sales
American Consul Discusses Exports
Patent Problems Cause Complications
Racing News from Everywhere
What the Dealers Are Doing

Raise Curtain on 1915 Product

Manufacturers at Trade's Show in Chicago to Reveal Many Refinements—Three-speed Models Make Debut Before American Riders

All ready for that Chicago surprise party? That's about what the third national motorcycle, bicycle and accessory show which is to open up in the First Regiment Armory in Chicago on Monday evening next, October 12th, is to be. The fever which inoculated a great many of the makers before the last show and which led them to keep their new offerings behind drawn curtains until after the opening of the show, has become even more of an epidemic this year, so much so in fact, that with one or two exceptions no word of what the real big manufacturers are planning to spring on the wheeling fraternity has been allowed to escape. Yes, and even the show management has become reticent—also fallen victim to the fever—and the decorative scheme will be as much a part of the surprise party as will any of the exhibits. Yet about the eye-pleasing fixings this much can be said, and indeed it will be a very great surprise if the show opening prove it to be otherwise. The decorative scheme will undoubtedly surpass in attractiveness the very elaborate scheme of last year, which is to say that it will be really a wonderful creation.

Those who have peeped behind the curtain know what is there, but may not reveal it to the impatient rider and dealer. Wait for the curtain raising. The show will not be on until Monday evening next and the atmosphere of mystery must be preserved until then. Ha! but some makers have not concealed their lights and it may be that the products of those who have been less reticent will prove to be the straw that serves to show the direction of the trade wind So, then, on that basis, here's what to expect at the Chicago surprise party.

What's the most pronounced tendency? That's simple. Certainly from all indications the most pronounced tendency insofar as motorcycles are concerned at least, is to give either more motorcycle for the same money or else to give more motorcycle for even less money, with the latter tendency even more in prominence. This is best illustrated perhaps in

the cases of those makers who have applied two-speed gears without permitting the added fitment to increase the cost of the motorcycle a penny, or in the case of the Harley-Davidson, a perfected type of gearing has been fitted and yet the price has been reduced. The same is true of the Henderson, and not a few others. Is it too much to expect that the others will at least make an endeavor to meet if not beat the low prices already announced?

The decrease in prices, however, need not be hastily set down as a sure indication that, appearances to the contrary, something has been skimped in the make-up of the machines in order to permit of the reduced prices. Quite the contrary, it will be found that even greater care has been taken in the manufacture and in the assembly of the new machines than was the case with the machines bearing the 1914 nameplate, greater care in the selection and treatment of the materials used, and considerably greater care in finishing the machines. In this connection it might be added that those who have to do with the production of motorcycles have taken another leaf from the notebook of the automobile engineer and are now paying more heed to the proper heat treatment of the various steels which enter into one part or another of the vehicles, with the ultimate result that crystallization, which affects steels which are stressed under vibration and which results finally in fracture, has been done away with for the most part, while the toughening action of the treatment has done much to increase the wearing qualities and durability of the metal components of the American-built motorcycle.

What, then, is the answer to the price reduction? Simply that quantity production has made necessary the installation of automatic time and labor saving machinery which at the same time has resulted in decreased cost of production. And like the automobile manufacturers, the motorcycle makers have not shown themselves unwilling to share their savings with the people, who after all, supply their profits.

The Three-Speed Gear Reaches America

The coming show marks the introduction into America of the three-speed gear in use on a motorcycle, a type of gearing that has been tried and proved across the pond, where it has been constantly growing in favor for the past three years. The reason for the triple gearing is, of course, found in the ever increasing popularity of the sidecar, which imposes greater labor on all parts of the machine and especially overtaxes the motor and the clutch when some sort of gear reduction is not supplied in order that the motor may at all times be maintained at its most efficient speed whether the vehicle itself be just starting or going at a lively clip, either on the level or a steep hill. The three-speed gear was found advisable on the perfect level roads of the British Isles when the sidecar was used, so that there need be scant wonder that it finally has come to be recognized as necessary for use in connection with American combinations on our roads that, to put it mildly, are abominable and mountainous by comparison.

The three-speed gearing is applied on one model of the Harley-Davidson line, but as was said before, the machines that are now announced may perhaps prove indicators of things to be expected at the show. The fitment of the gearing to the countershaft brings up another interesting point. Both the Harley-Davidson and the Henderson have adopted the countershaft type of gearing in place of the hub type on at least a single model, which may or may not indicate that the former type of gearing is coming more and more into favor. On the other hand, the R-S has abandoned the two-speed gearing formed integral with the motor —the unit power plant, in other words— for the hub type of gearing, having seen fit to apply one of those very efficient Eclipse planetary gearsets to the new models.

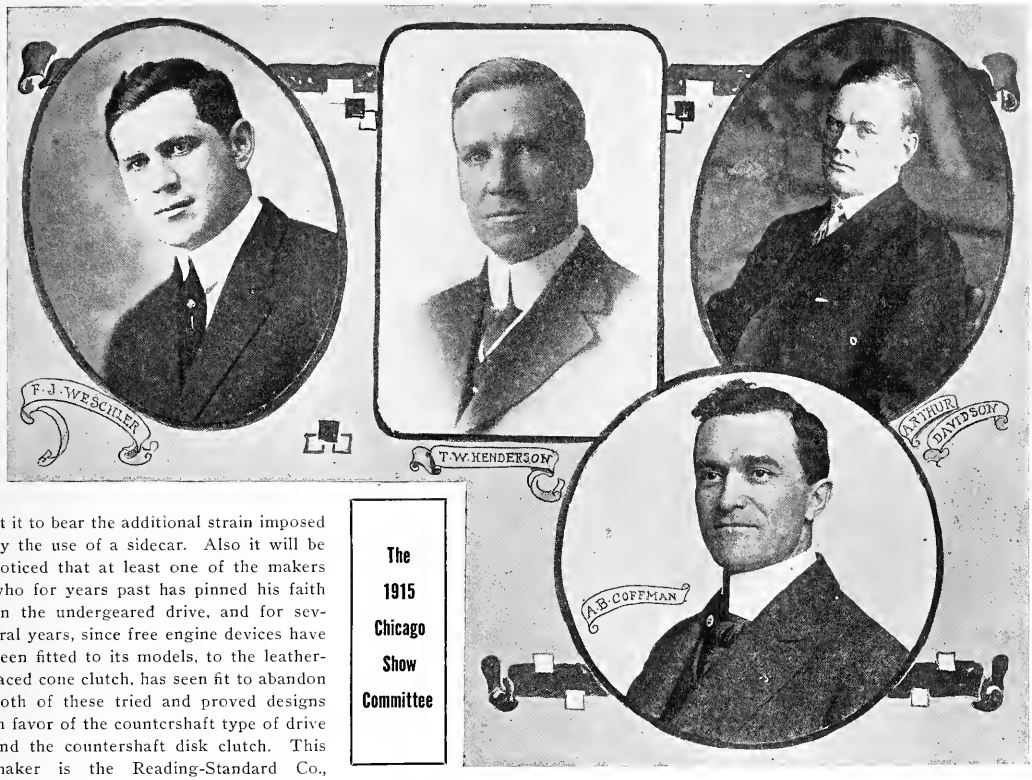
Starters and Mechanical Oilers Generally Adopted

There is a whole lot that is new in starters. Indeed, practically every make of machine that has been announced today is fitted with a kick starter of one sort or another, so that it is not to be doubted that starters of this type will be a feature of the show. Opinion seems to be about evenly divided as to whether the starter should be a simple lever with pawl and ratchet arrangement geared to the motor crankshaft, the lever being returned to its position by means of a spring, or whether it should embrace the orthodox crankhanger and pedals with the pedal shaft geared to the engine shaft through the intermediary of a run-over clutch and roller chain. If anything, the latter type is in slightly greater favor, the R-S having seen fit to adopt it, while it is retained by several other makers who have found it efficient during the past year. Yet the lever type of starter has gained a couple of adherents in the Emblem, which appears for the first time fitted with a kick starter at the Chicago show, and in the Iver-Johnson machine.

Will the motors show any considerable improvement? Yes, indeed they will. And the principal improvement which will be noticed is the fitting of automatic mechanical oilers to take care of the lubrication of the machines at all speeds and under all conditions, without imposing the burden of watching his oiling on the rider. From appearances it would seem that the machines at the show which are without some sort of automatic oiler will be few and far between. For the most part the oilers take the shape of gear-driven pumps operated from the timing gears of the motor, and the tendency is to eliminate as much as possible springs and ball checks and even adjustments, to the end that the devices are made as positive and as simple as can be.

But that is not the only change which the motors will disclose. However, it is doubtful if in the design of the motors the opening of the show will disclose anything that is radical, for the machines have reached a point where the tendency seems to be rather to refine than to redesign. In this connection take for example the Harley-Davidson motors, in which refinement of detail, enlargement of valves and gas passages, alteration of the valve gearing, reduction of the crankcase pressure, and other minor detail improvements have enormously increased the power of the machines and at the same time their efficiency.

To be sure the increasing use of the sidecar, which has resulted in the adoption of the three-speed gear by one manufacturer, is not to be without its effect on the transmission systems, and it is not to be wondered at that this same manufacturer has seen fit to increase the size of the drive chain employed on this particular model in order the better to



The 1915 Chicago Show Committee

fit it to bear the additional strain imposed by the use of a sidecar. Also it will be noticed that at least one of the makers who for years past has pinned his faith on the undergeared drive, and for several years, since free engine devices have been fitted to its models, to the leather-faced cone clutch, has seen fit to abandon both of these tried and proved designs in favor of the countershaft type of drive and the countershaft disk clutch. This maker is the Reading-Standard Co., whose models this year are to be equipped with Eclipse clutch and double chain drive.

New Clutch in Harley-Davidson

And while on the subject of transmissions it is well to observe that one model at least, the Harley-Davidson, which has heretofore adhered strictly to the hub mounted disk clutch, has abondoned that type for the countershaft clutch formed integral with the three-speed gear. Outside of the worm driven Feilback, which cannot be termed strictly new, since it made its appearance fully a year ago though it never was marketed, it is doubtful if the show will reveal anything that is really radical in the way of transmissions.

Footboards have come to be a fixture. Even those who have heretofore adhered to footrests have come to believe that after all there is more comfort and satisfaction to be obtained from the larger footboard, as is examplified by the R-S. And foot control of the clutch and of the brakes by means of toe levers mounted on the boards also is gaining in favor. In this connection a noticeable feature is the fact that much that is superfluous in the way of connecting links and levers has been done away with and there is a marked attempt to accomplish the desired results in the simplest way possible and by the most direct path. While on the subject of brakes it would scarcely do to pass lightly over one important improvement made in the Harley-Davidson device, which renders the brake double acting so that it will hold the machine with heavy sidecar attached whether the machine tends to move forward or back, making for increased safety in hilly country. Another notable braking feature has made its appearance on the new R-S; this is the hand lever on the bar for the control of the brake. A toe lever, also acting on the same device provides double control, which doubtless will be a feature of practically all the 1915 models.

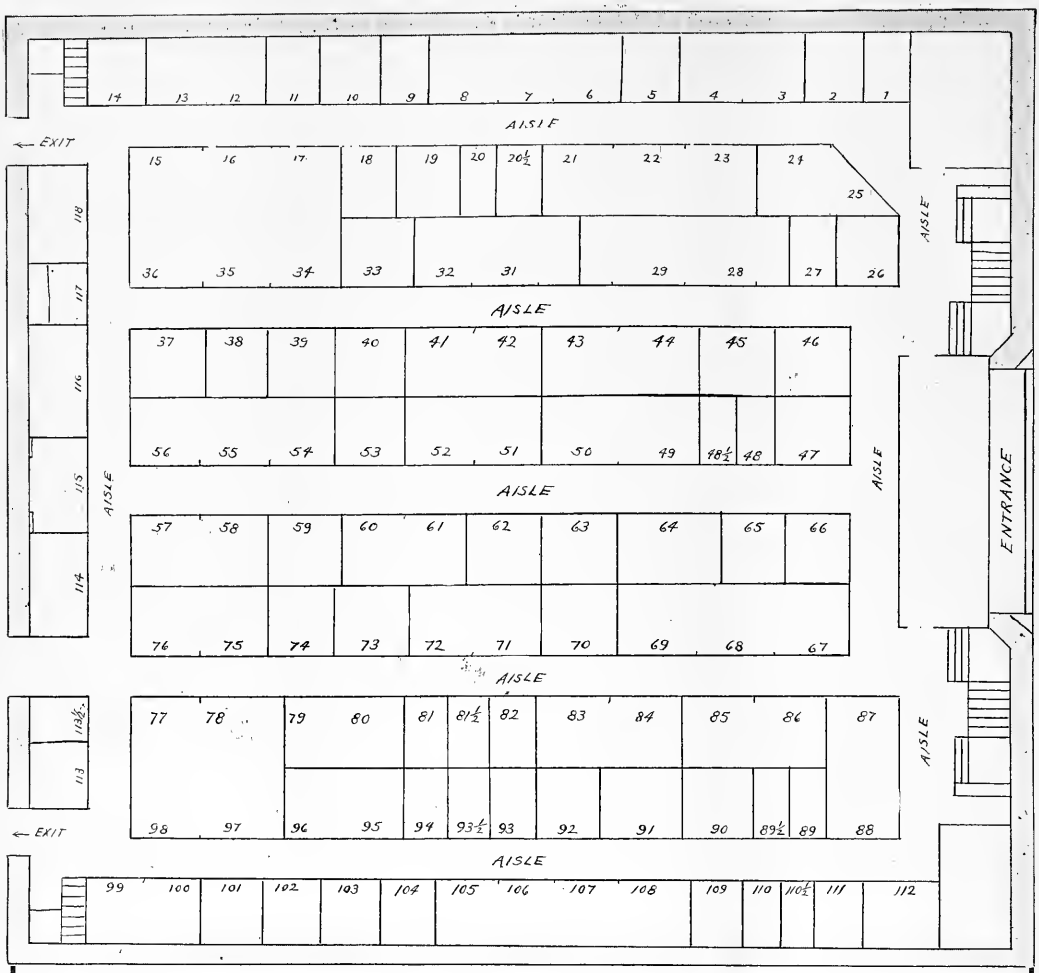
Frames Heavier for 1915

Also emphasizing the marked effect which the sidecar is having on the design of the motorcycle is the fact that the frames of the coming year are to be even heavier and better reinforced than were the exceptionally good frames of the 1914 motorcycles, while one maker has gone so far as to announce that henceforth nothing but imported steel tubing will enter into the construction of his frames.

Increased Reinforcements

For the most part the additional strength is represented by increased reinforcement in the front drop tube and in the growing tendency toward the use of longer fishtail reinforcements at the joints in the front fork, while in one or two cases it has been found advisable also to increase the diameter and therefore the strength of the rear fork stays. In the matter of springing, the changes from the practice of last year are few and far between. To be sure, in the case of the Iver Johnson the spring frame which was supplied as extra equipment and at extra cost on the two largest models last year, has been retained for use only in connection with the smallest model of the machines which are to bear the 1915 nameplate, while the larger models are to be fitted with rigid frames exclusively, though a spring seat post of novel design and bearing an extra long leaf spring which furnishes the necessary resiliency can be had at extra cost, but otherwise the springing arrangements of

(Continued on page 24)



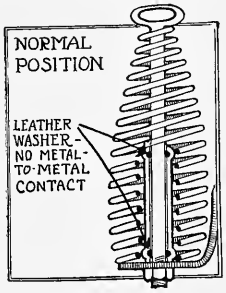
Where the Exhibits Will be Found

Floor Plan Showing Numbered Booths of the 3rd Annual Motorcycle, Bicycle and Accessory Show — First Regiment Armory, Chicago, October 12-17.

Exhibitors at the Chicago Show and Where They Will be Located

	Space No.
THE AMERICAN WOOD RIM CO., Onaway, Mich.	113
AURORA AUTOMATIC MCHY. CO., Chicago, Ill.	28-29
ANGSTEN-KOCH CO., Chicago, Ill.	5
AUTOCRAT MFG. CO., Buffalo, N. Y.	104
BADGER BRASS MFG. CO., Kenosha, Wis.	59
B. & L. AUTO LAMP CO., New York	18
BECKLEY-RALSTON CO., Chicago, Ill.	71-72
BICYCLING WORLD CO., New York	93½
BOSCH MAGNETO CO., New York	85-86
BUFFALO SPECIALTY CO., Buffalo, N. Y.	66
CABINET SPRING-SEAT CO., Paterson, N. J.	1
CHAMPION SPARK PLUG CO., Toledo, O.	53
CHICAGO CYCLE SUPPLY CO., Chicago, Ill.	6-7-8
CONSOLIDATED MFG. CO., Toledo, O.	83-84
CONTINENTAL RUBBER WORKS, Erie, Pa.	87-88
CORBIN SCREW CORP'N, New Britain, Conn.	73
CREARAR, ADAMS & CO., Chicago, Ill.	109
CYCLE MFG. & SUPPLY CO., Chicago, Ill.	2
DAVIS SEWING MACHINE CO., Dayton, O.	67-68-69
DIAMOND CHAIN & MFG. CO., Indianapolis, Ind.	103
DUNHAM CO., THOMAS, Aurora, Ill.	41-42
ECLIPSE MACHINE CO., Elmira, N. Y.	45
EMBLEM MFG. CO., Angola, N. Y.	49-50
ERICSSON MFG. CO., Buffalo, N. Y.	10
ERO MANUFACTURING CO., Chicago, Ill.	33
EXCELSIOR CYCLE CO., Chicago, Ill.	62
EXCELSIOR GENERAL SUPPLIES CO., Chicago, Ill.	31-32
EXCELSIOR MOTOR MFG. & SUPPLY CO., Chicago, Ill.	54-55-56
FENTRESS-NEWTON MFG. CO., Detroit, Mich.	74
FLXIBLE SIDE CAR CO., Loudonville, O.	115
FRASSE & CO., PETER A., New York, N. Y.	48
FUNKE & CO., INC., HERBERT F. L., New York	118
GARFORD MFG. CO., Elyria, O.	114
GREAT WESTERN MFG. CO., La Porte, Ind.	37
HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis.	15-16-17-34-35-36
HAGERSTOWN SHOE & LEGGING CO., Hagerstown, Md.	93
HAVERFORD CYCLE CO., Philadelphia, Pa.	64
HAWTHORNE MFG. CO., Bridgeport, Conn.	116
HEARSEY-WILLIS CO., Indianapolis, Ind.	39
HENDEE MFG. CO., Springfield, Mass.	77-78-97-98
HENDERSON MOTORCYCLE CO. Detroit, Mich.	57-58
HINE-WATT MFG. CO., Chicago, Ill.	111
INTERNATIONAL STAMPING CO., Chicago, Ill.	43-44
JOHNSON & MEYER CO., Memphis, Tenn.	117
JONES & NOYES, Chicago, Ill.	99-100
KELLY HANDLE BAR CO., Cleveland, O.	38
KELM & BURBACK, Milwaukee, Wis.	110
KOKOMO RUBBER CO., Kokomo, Ind.	102
LEACOCK SPORTING GOODS CO., R. J., St. Louis, Mo.	91
MAJESTIC MFG. CO., Worcester, Mass.	12-13
MESINGER MFG. CO., H. & F., New York, N. Y.	81½
MIAMI CYCLE & MFG. CO., Middletown, O.	105-106-107-108
MOTOR CAR SUPPLY CO., Chicago, Ill.	40
MOTOR PRODUCTS CO., Detroit, Mich.	46
MOTORCYCLING, Chicago, Ill.	9
MOTORCYCLE PUBLISHING CO., New York, N. Y.	113½
NATIONAL SCREW & TACK CO., Cleveland, O.	20½
NEW DEPARTURE MFG. CO., Bristol, Conn.	51-52
NEW YORK LUBRICATING OIL CO., Chicago, Ill.	20
PERFECTION SIDE SEAT CO., Utica, N. Y.	48½
PERSONS MFG. CO., Worcester, Mass.	110½
PIERCE CYCLE CO., Buffalo, N. Y.	24-25
POPE MFG. CO., Westfield, Mass.	21-22-23
PREST-O-LITE CO., Indianapolis, Ind.	89
RASTETTER & SONS, LOUIS, Ft. Wayne, Ind.	14
READING SADDLE & MFG. CO., Reading, Pa.	11
READING STANDARD CO., Reading, Pa.	47
REX BATTERY CO., Chicago, Ill.	79-80
ROGERS MFG. CO., Chicago, Ill.	95-96
ROLLER SADDLE ATTACHMENT CO., Boston, Mass.	94
SCHWARZE ELECTRIC CO., Adrian, Mich.	112
SILVEX CO., New York, N. Y.	92
SMITH CO., A. O., Milwaukee, Wis.	3-4
SPACKE MACHINE CO., F. W., Indianapolis, Ind.	26
SPLITDORF ELECTRICAL CO., Newark, N. J.	63
STANDARD WELDING CO., Cleveland, O.	19
STERLING MOTOR CO., Brockton, Mass.	90
STEVENS & CO., New York, N. Y.	70
STEWART-WARNER SPEEDOMETER CORP'N., Chicago, Ill.	75-76
STOLL MFG. CO., Denver, Colo.	89½
SUPERIOR METAL PRODUCTS CO., Elyria, O.	113
VAN CLEEF BROS., Chicago, Ill.	60-61
VICTOR AUTO PARTS CO., Cincinnati, O.	82
VIM CYCLE HARDWARE CO., Buffalo, N. Y.	65
WALD MFG. CO., Sheboygan, Wis.	101
WEED CHAIN TIRE GRIP CO., Bridgeport, Conn.	27
WHEELER & SCHEBLER, Indianapolis, Ind.	81

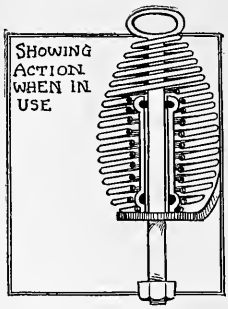
Mesinger Saddles Have New Type Spring



MESINGER SPRING UNWEIGHTED

Again something new from the Bronx saddle maker—H. & F. Mesinger Mfg. Co. This time it's a new saddle for bicycles and the newness is for the most part concentrated in the method of springing the seat. The springs are of the coiled type, but instead of being plain cylindrical springs as are ordinarily used, they taper to the top and bottom, more or less after the fashion of a barrel, although the taper toward the top is longer than the other. The bottom of the spring rests on the lower extension of the saddle frame while the top finds a bearing on the rod which passes directly through the spring and through a suitable bearing in the saddle extension, the top being pivoted to the under side of the saddle frame. The bearing takes the form of a tube in length equal to about half the length of the spring when extended which is provided with a pair of leather washers at either end so that the slidable rod cannot come in contact with the metal at any point and in this manner squeaks and sticking are avoided.

It is pointed out that with this construction, bottoming of the springs under severe stress is practically impossible, for the tapering of the springs necessitates that the smaller diameter coils at the top fold back into the larger diameter coils at the middle before they can bottom, while the long bearing provided by the tube effectively checks all tendency toward sidesway. The action of this new suspension system is said to be wonderfully smooth and free from jerks and shocks.



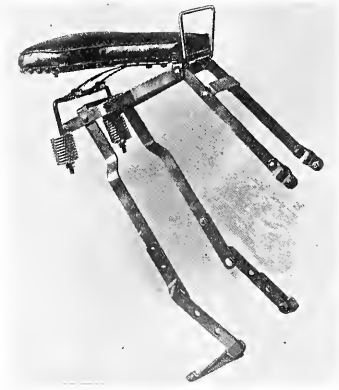
SHOWING SPRING COMPRESSED

Many Additions to Majestic's Output

The Majestic Side Car line of 1915 will embody practically the same models and features as during the past season.

Many necessary refinements of finish and improvements in the line of strength and comfort have been incorporated. Among the changes is the addition of the new type of double C springs which are tempered and jig tested before leaving the factory. It has been necessary to add considerable equipment to the Majestic plant to accomplish this purpose.

Another feature is the double tube on the left side of the side car being brought forward to the point of attachment to goose neck which extends to the front fitting on the motorcycle. This feature eliminates a large part of the lateral strain on the sidecar chassis and eliminates all possibility of breakage which might cause a disagreeable accident.

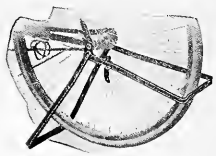


CANTILEVER SPRING TANDEM

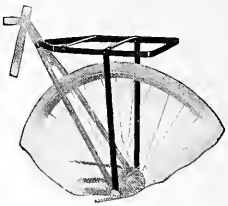
The rear tube has also been reinforced in such a manner as to absolutely prevent any possibility of sagging, a feature which has shown up during the past season where sidecars have been in use under unfavorable road conditions.

The Majestic company is also introducing a new type of tandem attachment known as the cantilever spring tandem. This embodies an entirely new feature of spring construction, making possible a much lower seating position and giving new features of comfort heretofore unattained. This tandem is adjustable to the weight of rider and will operate at weights ranging from 25 to 250 pounds with entire comfort to the rider. A feature which will appeal to many is the fact that it is possible to purchase this tandem at an extremely low price.

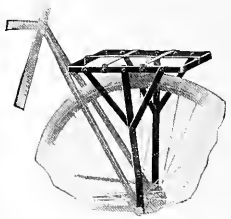
A luggage carrier seat for Indian models of 1913, 1914 and 1914 has been added to the line which will fill a long felt want, as few of the Indian models at the present time are equipped with carriers. This carrier is so constructed as to eliminate the possibility of strain on the Indian spring frame construction and sells at a modest price. It may be purchased complete with spring cushion and folding footrests or as luggage carrier only.



QUICK ACTION BIKE STAND



NO. 1 LIGHT LUGGAGE CARRIER

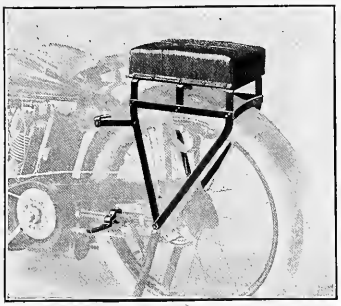


NO. 2 TRUSS LUGGAGE CARRIER

The Majestic bicycle accessory line has been reinforced by the additions of Nos. 1 and 2 light luggage carriers. These are easily adjustable to any model and are gotten out with the idea in mind of the most possible to the consumer at the least cost.

A quick action bicycle stand has also been added to the line which possesses the advantage of working entirely independent of a supporting clip on the mudguard.

All of these specialties are finished in the well known high grade Majestic black enamel.



INDIAN CARRIER SEAT

Many Patents Granted in 1913

In a report just issued by the Commissioner of Patents at Washington, a statement is made to the effect that during the year of 1913, 68,117 applications for patent rights on mechanical inventions were received. As usual, Great Britian inventors were granted the largest number of patents of any foreign country, with Germany a good second. France this year was a poor third, although for the entire period between 1871 and 1913 her citizens were given rights on 382,786 patents, as against Germany's 276,576.

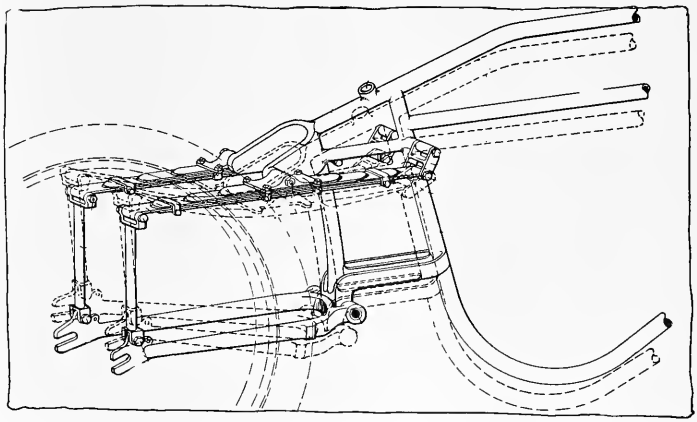
HEDSTROM TAKES PATENT ON NEW MOTORCYCLE FRAME

That Oscar Hedstrom's thoughts are still upon the improvement of the motorcycle despite the fact that he is no longer directly connected with the industry, is indicated by the fact that the former Indian designer has had issued to him under the date of September 22 patent No. 1,111,152, covering a spring frame for motorcycles.

With the ordinary spring frame wherein leaf springs are employed to provide the necessary resiliency, it is pointed out in his leaflet describing his invention, not only is it impractical to flex the whole length of the spring because one end of it must needs be anchored for a certain length to a spring pad, but the comparative short length of the springs used and the degree of flexture result in rapid breakage of the resilient members.

By way of overcoming these objections, Hedstrom has followed even more closely the methods employed by automobile engineers in the design of his springs. In place of the quarter elliptic with one end solidly anchored to the saddle post, which is the more usual construction where leaf springs are employed on motorcycles, a full half elliptic spring is employed and this is bolted to a spring pad in the middle, which in turn is pivoted to a portion of the main frame of the motorcycle in such a manner that the spring is free to flex throughout its full length, as is clearly brought out in the accompanying illustration. The rear end of the spring is linked to the end of one of the rear fork stays, which in turn is pivoted to the main frame of the motorcycle just to the rear of the bottom bracket so that with the spring it is free to move with the rear wheel when the latter rebounds after going over rough spots in the road. The forward end of the spring is shackeled to a point on the main frame, permitting of the necessary freedom of movement to insure full flexture of the spring throughout its entire length.

That the construction has very much in its favor cannot be doubted by anyone who is at all familiar with the methods followed by automobile designers in order to obtain easy riding vehicles, and who has watched the motorcar makers gradually increase the lengths of their springs to what appears to be the limit, and then by way of obtaining still greater resiliency discard the half ellipties for the three-quarter and full elliptic springs. These methods having proved beneficial to the motor car, it would be strange indeed were they not to have like results in connection with motorcycle practice.



HEDSTROM'S SPRING FRAME FOR MOTORCYCLES WHICH HAS JUST BEEN PATENTED

Mueller Takes on Henderson

Cleveland, October 1.—Beginning today, L. J. Mueller, present Indian agent here, will act as agent also for the Henderson. He will occupy the position of distributer for northern Ohio, including the counties of Erie, Huron, Cuyahoga, Lake, Ashtabula, Geauga and Lorain. These counties in 1910 had had an aggregate population of 883,000 and the total is now well over a million, thereby very materially enlarging Mueller's already extensive field of operations. I. H. Silsby will continue to handle the four-cylindered machine on the west side of the city.

Superior Tire Co. Incorporated

Incorporation papers have been filed with the secretary of state at Columbus, O., by the Superior Tire & Rubber Company, of Akron. The firm is capitalized at $25,000, and will manufacture automobile and motorcycle tires and other rubber specialties. George S. Andress, H. E. Andress, G. C. Wise, W. E. Young and R. I. Moore are the incorporators.

Miller Triplex Will Be at Show

Cleveland, October 2.—Manager Kellner, of the local branch of the Haverford Cycle Co., will attend the Chicago show as the representative of the company to exhibit their latest product, the Miller triplex side seat.

WHAT WILL BE SEEN IN 1915 CHICAGO SHOW

(Continued from page 19)

the models so far announced remain practically unchanged.

However, because there is little or nothing that is new in springing does not mean to imply that the comfort of the rider has not been carefully looked into by those who design two-wheelers. Indeed, more care than ever has been taken in order to provide lower saddle position —on the Harley-Davidson alone the height of the member being lowered by two inches, the result being accomplished by redesigning the frame slightly, whereby one inch has been gained, and by providing a new point of attachment for the saddle supporting bar whereby the other inch has been acquired. In the same line is the fitment of the leaf spring saddle support to the Iver Johnson and the improvements in the saddle suspension systems which characterize both the Emblem and the R-S models.

Alterations in Controls

Somewhat in the same line are the slight alterations which have been effected in the methods of control. On the Emblem, for instance, which machine by the way was a pioneer in the adoption of the grip control for the clutch, the operation of this member which formerly was effected by means of a handle bar lever has now been vested in the left grip, making for greater convenience and better control; the spark control which formerly was effected by the grip has been entrusted to a small lever positioned below the tank and just above the magneto. Then on the R-S, as was before said, the scheme of providing one of the two brake controls in the form of a handlebar mounted lever is more or less innovative insofar as America is concerned, while at the same time this machine makes still another newcomer into the ranks of those who pin their faith to foot control of the clutch. On the Harley-Davidson we have another example of controls altered by way of making for greater simplicity and greater comfort. The side lever for the clutch control and the foot lever which serves the same purpose have been combined in a single unit on this machine. Doubtless the show will reveal many other details in the process of refining the controls and bringing them to a standard of excellence.

From present indications the fully equipped machine which cut such a figure, to resort to the vernacular, at the last year's exhibit, has made but scant progress since that time. Not that no machines other than those seen at the last show will be shown with all the incidentals attached and ready for the road, for the Emblem has made a trial at completing its equipment, having added a full electric lighting system of the storage battery type as well as a Corbin-Brown speedometer, but this gain for the fully equipped machine is to a measure offset by the demise of the AMC, the pioneer machine to be fully equipped. Also, it is rumored, and all rumors are not without foundation, that others who embraced the full equipment policy last year have in the meantime found that the policy was not conducive to their best interests.

Perhaps one thing that will stand out above all others on the new machines is the greater efforts to render the machines more cleanly than heretofore. Wider mudguards, with deep side flanges and splashers that are really effective, doubtless will be in predominance, and it is not unlikely that efforts in this direction will remove one of the most telling arguments against the use of the motorcycle and induce thousands to ride who heretofore have felt that to do so was to sacrifice somewhat one's cleanliness. In the same category comes the more general use of chain guards, even on the long chains, as witness the long guard which just has been fitted over the Iver Johnson transmission and which does much to prevent the dirt and grease which are essential to obtain efficiency from reaching the clothes of the rider.

Tires Larger This Year

Those few manufacturers who held back in other years when the pioneers began to fit three-inch tires are beginning to realize the wisdom of the move, with the result that with the exception of a couple of the smallest and lightest of the machines which will adorn the floor of the First Regiment Armory the fitment of the larger sized tires will be universal. Also, in recognition of the real worth of the tire chain as a skid preventative, those few makers who heretofore have not allowed sufficient clearance between the mudguards and the tires for the application of the chains have this year altered their plans to permit of such attachment.

One of the most striking tendencies is the apparent desire of motorcycle manufacturers to cater to the individual foibles of the rider and to give the man who uses the motorcycle what he wants rather than to force him to take what he can get. That this is the case undoubtedly will be even more evident when the show opens than is the case now, for it is understood that more than one maker has altered plans in answer to an unmistakable clamor from some quarters for machines of certain types. As an instance, view the inclusion of a racing type of machine in the Harley-Davidson line, marking a distinct face about in the policy of this maker, and also the power and speed guarantee which characterizes the sales policy of the concern and applies to every machine which it produces. Also note that in connection with this new stripped stock model the rider can have just about what he wants; in fact the machines are practically built to the specifications of the riders who are to use them.

Tendency Toward Refinement

As a whole, the tendency seems rather toward refinement of details, even to the smallest details, than toward radical redesigning throughout. But not always does the best work show by a glance at the new models, for in many instances it is the "unseeable" things which have undergone the greatest refinement, and for this reason if for nothing else, it might be said that the dollar represents a very much greater buying power at the coming show than did a similar amount of money in former years.

Of course, there is much that is new in sidecars. Perhaps the most interesting newness in the sidecar field is the car which has been added to the Emblem line for especial use in connection with Emblem motorcycles, but it is promised that of all the various sidecars that are to be shown but a very small proportion will be shown in exactly the same state as was the case last year. Improvement has been along the lines of better springing, with better spring steels and better design entering into the construction of the resilient members; strengthening chassis, with better means of attachment to the motorcycle, and above all greater attention to making the body and the upholstery comfortable and the provision of a sightly finish.

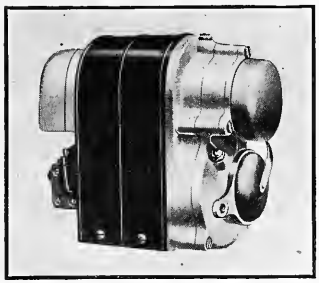
As for the bicycles—and it might be added that the bicycle exhibits will be there in sufficient numbers this year to demand their full quota of attention—there is much that is new and interesting in the simpler two-wheeled vehicles. As was to be confidently expected, the motorcycle type of bicycle which made its appearance at the show of last year and created quite some little furore, will be even more in prominence at the coming exhibit, for the type has seemingly gained such favor that one or more models designed along these lines are

included in the lines of practically every bicycle manufacturer who will stage an exhibit at the show. One interesting turn of the trade is the tendency to give the rider just what he desires in color and finish, rather than to hold steadfastly to one single finish. This, of course, is in line with the policy of the motorcycle manufacturers to cater to the individual foibles of the riders.

Regarding the mechanisms of the bicycles, the chief changes seem to have to do with the crankhangers. There is a marked tendency to employ the methods which have been found effective in automobile application to bicycle practice even as the motorcycle designers follow closely in the footsteps of the makers of motor cars. As an example of this practice the method of keying the cranks on the two-piece hangers of the Pierce line, making use of a Woodworth key and tapered shaft, stands out, while the fact that the Peter A. Frasse company will have on view a crankhanger in which automobile type bar bearings are used to advantage is further proof of the existence of a marked tendency along this direction. The two-piece hanger, because of its free running qualities and decreased friction, continues to be the more popular type for use in connection with the higher priced wheels, while for the medium priced and cheap bicycles the one-piece hanger finds the greater favor. The coaster brake which has been so long with us that it would seem it must be perfect has been still further improved by New Departure, for one, and by Miami, which has added a positive drive arrangement to its Musselman brake to the end that all of the slip incidental upon the driving of the wheel is eliminated and the efficiency of the device greatly increased. Another noticeable incident is the application of band type brakes, following closely the design of similar brakes used on motorcycles, to the bicycles of the Miami line, when brakes of this type are called for. The fitting of a hinged type spring fork in place of the plunger type which formerly was used, to the Miami models might occasion comment.

But after all it is the Iver Johnson people who have taken the step which when all is said and done will prove the most important event in the designing of bicycles bearing the 1915 nameplate. That is the provision of an all black, weatherproof finish on certain of its models, when that finish is called for, which it is confidently expected and predicted will be oftener than the call for any other finish. Another Iver Johnson event is the provision of a Chater-Lea hanger on its racing wheel, also at the option of the purchaser, and the fitting of two-speed devices in place of the plain coaster hubs at a very slight additional cost to the consumer.

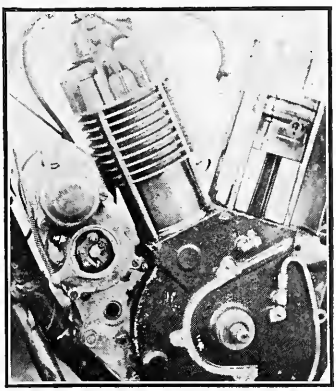
Like the motorcycle manufacturers, the bicycle makers are very reticent about letting their plans for the coming



SPLITDORF MAG-DYNAMO

year leak out, so that from the bicycle standpoint the show will be every bit as much of a surprise party as from the motorcycle viewpoint.

In the field of accessories there doubtless will be very much that is new besides the ever-to-be-expected new types and designs of tire treads. But perhaps no device that makes its bow to the riding public at the coming Chicago show will attract more attention and create more favorable comment than the new combined magneto and lighting dynamo which is to be offered under the brand name Mag-Dynamo by the Splitdorf Electrical Co. As is clearly shown by the accompanying illustration, the device is practically no larger than the ordinary magneto and has very much the same appearance for all the fact that it combines both functions. As a magneto the combined instrument supplied



SHOWING COVER REMOVED FROM THE MAGNETO CONTACT BREAKER

high tension current to the plug gaps through the intermediary of a circuit breaker in exactly the same manner as the ordinary magneto, its function as a magneto being not in the least altered by the fact that it also is intended to supply the electric lighting current.

The circuit breaker is similar to the corresponding device used on the ordinary high tension magneto, as is the armature which supplies the ignition current. In place of the permanent magnets which characterize the magneto, however, there are electro magnets which are energized by field coils which are included in the circuit of the dynamo. The dynamo supplies direct current at a maximum of 7.5 volts, at which voltage 3 amperes are supplied. The direct current is generated in a separate armature mounted above the magneto armature between the same magnets, however, and which is geared to the magneto armature. To provide current to keep the lights aglow when the motor is stopped and the dynamo is not in operation, a small storage battery is "floated across the line"; that is, it is connected in shunt with the lamp circuit and is charged by the dynamo during the daytime. From the same source the energy to magnetize the field magnets is obtained in order to start the motor. For the purpose it simply is necessary to depress a switch when the battery current energizes the field magnets so that when the motor is turned over, the magneto functions in the usual manner providing the necessary spark to ignite the mixture. The battery supplied is a six-volt 20 ampere-hour accumulator, ruggedly constructed to withstand the usage encountered in motorcycle service. A simple rotary switch which also serves as a junction box and a fuse casing is supplied with the device, which is of sufficient size to supply both the head and tail lights.

Also new in the lighting line are several additions to the Old Sol line of motorcycle and bicycle lighting systems, notably two new bicycle lighting dry battery sets and several new motorcycle tail lights for use in connection with both gas and electric lighting systems. A newcomer in the motorcycle lamp field is the Victor Auto Parts Co., of Cincinnati, O., which will make its debut at the show with a complete line of both gas and electric head and tail lights as well as special fitments for use in connection with motorcycle lighting sets.

Doubtless the show will produce more than a couple of tandem devices which are new or embrace new features, but at least this pair will not appear on the floor unheralded. One of the most in-

teresting of these is the Cantilever spring tandem which is to make its appearance at the booth of the Majestic Mfg. Co., of Worcester, Mass., and which as the name would imply embodies the cantilever feature in its construction. Because of this fact it is said that the seat can be made very much lower and at the same time very much more comfortable than the usual run of tandem attachments, while at the same time not one jot of the spring resiliency is sacrificed. The tandem is adjustable through a very wide range to the individual weights of the riders and sells for a price that is considered phenominally low considering its value.

The other newcomer into the tandem line is the product of the Cabinet Spring Co., Paterson, N. J., and is in reality a cushion seat designed to fit the usual luggage carrier but which is so made that by opening a flap at the back quite a large storage space is revealed for carrying tools, inner tubes or spare parts. The device, which is shaped like a saddle and which is designed to fit any luggage carrier, sells for $3.50.

An improved cyclometer will be the chief attraction at the booth of the New Departure Mfg. Co.. The new features of this cyclometer, which is the smallest made, are these: The stationary internal gear has been thickened, giving it a broader bearing on the barrel and making it impossible to register inaccurately; a wide threaded surface insures correct alignment; the star wheel has been made 100 per cent thicker, giving a broader bearing surface for the tripping finger.

This, with other bicycle accessories, will be on view at Chicago.

Doubtless "accessory row" will reveal a world of other devices which are new in whole or in part to meet the gaze of the hundreds upon hundreds of dealers who contemplate migrating to Chicago for the week to get a line on the new stuff, not to mention the thousands of riders and prospective riders who will pay the price of admission to get a line on the new mounts. If such is not the case it is the first time that the accessory makers have not sprung a surprise on the host of visitors who are in the habit of attending the show.

One of the most noticeable features with regard to the show is the decided feeling of optimism which prevails. For a time the great European struggle seemed to depress those interested in the production of two-wheeled vehicles, but as it became more and more clear that the struggle, far from doing aught to prove harmful to the American trade, will in fact benefit the American manufacturer, the production of the new models was carried on with renewed zest and it is the result of this sudden renewed activity that are to be revealed to the show attendant when the doors open on the third national bicycle, motorcycle and accessory show on Monday night next.

Pope Manager Goes a Boosting

L. D. Hardin, sales manager of the Pope Mfg. Co., started last week on his annual coast-to-coast trip for the purpose of visiting the trade. His first stop will be Chicago, then Minneapolis, St. Paul, and from then on his points of interest will not be widely separated. After covering the Pacific Coast he will return by a more southerly route, keeping in touch with the old-time Pope dealers and adding new ones to the list.

Before leaving Westfield, Hardin told a representative of Bicycling World and Motorcycle Review that already the salesmen are sending in orders, real orders, not promises of what this or that man would do in the near future, but actual contracts were being received in gratifying numbers. "Despite all the war talk," he said, "the dealers throughout the country are sending in orders and show every confidence in business conditions. There seems to be not the slightest reason to doubt that the cycling industry is going to experience a banner year, not a boom, not that by any means, but a good healthy substantial increase in the volume of business as compared with last year.

"We have been surprised at the immediate success with which the traveling men of this company have been greeted. Though it is early in the season the orders are coming in fast and the factory already is learning that they are going to be busy right from the start. This is mighty gratifying, and is a substantial sort of a reply to the ever present crowd of calamity howlers who prophesy that the country is going to the demnition bow-wows. The year 1915 will be a great year for those who are interested in the cycling industry."

Woodside Goes With Hearsey Willis

H. M. Woodside, who for a number of years has been sales manager of the Ball-Fintze Co., Newark, O., dealers in bicycle and motorcycle supplies, has left that concern and joined the staff of the Hearsey-Willis Co. of Indianapolis, Ind., jobbers. Woodside will look after all the business of the Hearsey-Willis firm in the State of Ohio and is well fitted for his new position as he has been connected with the bicycle industry for the past 20 years and with motorcycles since they first became a commercial proposition. He is known throughout the length and breadth of the state and his new work will keep him in contact with a host of old friends and introduce him to many who will soon become new friends.

Jeffery-Dewitt and Champion Merged

The Champion Spark Plug Co., Toledo, O., and the Jeffery-Dewitt Co., Detroit, have consolidated and the business of both companies will be conducted from Toledo. The Jeffery-Dewitt Co. will be devoted from now on exclusively to the manufacture of porcelain and porcelain products.

The machinery and equipment of the Jeffery-Dewitt company will be moved to Toledo. At present the Champion company has a daily output of 25,000 spark plugs, but this will be greatly increased, probably by 5,000 to 10,000. The capacity of the Jeffery-Dewitt company is more than 35,000,000 per year.

Whitney No Longer With Indian

Perrin B. Whitney has resigned as manager of the Chicago Indian branch. Jesse Edwards, of the Edwards-Crist Co., the Chicago Indian dealer, has taken Whitney's place. It is pointed out, however, that this move does not imply that the retail business of the Edwards-Crist Co. and the wholesale trade of the branch are to be merged. On the other hand, the two interests will be kept entirely separate and distinct.

The Hendee branch will cover the same sphere of activity as heretofore while the Edwards Crist Co. will make no change in its personnel or business policy. In short, and to be emphatic, the new arrangement will not in any way alter the past arrangements of the respective companies. There is no suggestion of a merger or affiliation of the Edwards-Crist Co. with the branch.

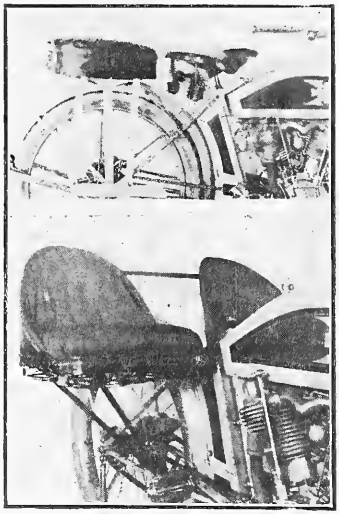
Perrin Whitney has connected with the H. & F. Mesinger Mfg. Co., of New York, and will represent the concern as office and general sales manager, thus retaining his connection with the trade where he is widely known.

Changes also have occurred in the San Francisco branch of the Hendee company, where C. C. Hopkins has resigned as manager and his position is temporarily being filled by Assistant Manager Anderson.

Perfection Co. Develops Social Seat

A new pair of passenger carrying attachments which will make their appearance at the Chicago Booth of the Perfection Side Seat Co., of Utica, N. Y., are here shown. The Perfection tandem attachment comprises a genuine leather covered cushion padded with hair and upholstered with 13 double coiled springs. A nickel plated hand rail is fitted. The cushion can be removed from its supporting bracket, which can be used as a luggage carrier. A malleable iron folding step is fitted to the leg piece. The attachment is very easily fitted to the machine and sells for $13.50.

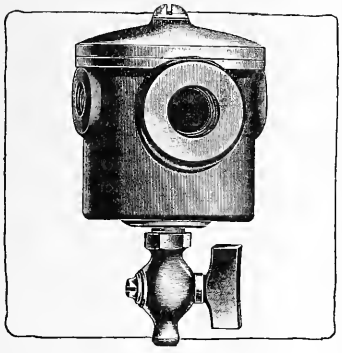
The other Perfection innovation is a sociable seat of very simple design and which sells for $18. The seats are securely fastened to the seat post of the motorcycle and to the rear folks by the means of a rigid and substantial framework. Across the back is a full oval nickeled hand rail which also serves as a robe rail.



(UPPER) PERFECTION TANDEM SEAT ATTACHMENT WHICH EASILY BECOMES A LUGGAGE CARRIER. (LOWER) PERFECTION SOCIAL SEAT

Now Comes the Gasolene Superheater

It has long been recognized that without the application of heat to help vaporize the liquid fuel, the production of a perfect mixture of gasolene and air for use in the cylinders of an internal combustion engine is next to impossible. For this reason it is usual practice to fit a hood of one sort or another to the air intake of the carburetter whereby warm air from around the cylinders is



R. O. C. SUPERHEATER

led into the carburetter in an endeavor to assist in the carburetion of the fuel and improve the mixture and therefore the operation of the motor.

The trouble with supplying heat in this manner is that when air is heated it expands so that it is not possible to get so much warm air into a cylinder as can be gotten with the air cold, so that for this reason the "volumetric efficiency" and consequently the power of the motor are decreased. But in order to supply the needed heat without lessening the efficiency of the motor in the least a new device has been brought out under the style R. O. C. Superheater by the R. O. C. Sales Co., of 1777 Broad way, New York City, and which, it is claimed, increases the efficiency of any motor while at the same time it goes a great way toward making it more flexible.

Instead of heating the air which enters the mixture, the new device superheats the gasolene itself, which is to say that it raises the temperature of the liquid above that point at which it normally would boil without, however, permitting any of the liquid to pass off as a vapor until it emerges into the mixing chamber of the carburetter. For the purpose, use is made of a slight portion of the hot exhaust gases of the motor, which are led through a jacket surrounding a small chamber into which the fuel is led before passing to the carburetter. The fuel naturally is heated to the temperature of the heated gases, which are very much hotter than the point at which the fuel will boil, but because of the fact that there is no air space in the chamber, boiling is deferred until the fuel reaches the needle valve. When it emerges from the jet of the carburetter the fuel is said to be perfectly gasified and easily combines with the air in just the correct proportions to make a perfect mixture. The attachment comprises simply a chamber of small size formed of aluminum and provided with a jacket through which the exhaust gases are piped. An inlet and an exit pipe for both the gases and the fuel are provided, as well as a cover by means of which the chamber and the jacket can be cleaned when need be. Attachment can be effected in a very few moments with but little labor and once installed the device requires not the slightest attention. It sells for $3.50 including the necessary piping.

Plantation Rubber.

Ten years ago plantation rubber was not a factor worth considering in the world's market—today it represents over 50 per cent of the total production and in the last five years has made great strides in advance. In 1908 the total rubber output amounted to 105,654 tons, of which 1,800 tons were plantation. In 1913, 65,000 tons of the total production of 107,000 tons was rubber from the plantations of the Malay Peninsula, Ceylon, Java, Sumatra, etc. The Malay Peninsula alone has 667,000 acres in rubber plantations, while Ceylon has 230,000 acres and Java and Sumatra 267,000 acres. Based on the output for 1913 and the number of trees that will reach maturity, with the normal increase in the output of the younger trees, it has been estimated that the year 1918 will witness a production from the various countries engaged in the cultivation of rubber of over 257,000 tons, or about two and a half times the present world's consumption.

Further Action Against Standard Oil

The assistant prosecutor in Jersey City, N. J., has stated that the complaint of the Crew-Levick Oil Co. against the Standard Oil Co. will be submitted to the grand jury.

The Crew-Levick company recently brought an action under the "Seven Sisters" unfair competition and monopoly act but the court absolved the Standard company.

Henry Masching, 427 South 8th street, Quincy, Ill., has taken the agency of the Henderson for Adams County and expects to receive his 1915 demonstrator in a few days.

Patent Problems May Cause Complications

Questions Rise as Result of English Government's Action

A question brought up by the recent act of the English government empowering the Board of Trade to license British firms to use German and Austrian trademarks has been whether the Canadian firms are going to take over German patents and trade-marks. It is obvious that if Canadian firms set about manufacturing goods covered by German patents on their own account, and sell those goods in the United States, there is going to be a conflict between them and the German or German controlled firms which do business in the United States. There is, however, little fear that the American motorcycle dealer will be embarrassed by such a state of affairs. In the first place the war will probably not continue long enough to make it profitable for British firms to manufacture goods covered by German trademarks; in the second place, the demand in England for such things as motorcycles and their accessories is so great as to prohibit any exploitation of such goods across the ocean.

There is little probability that the American two-wheeler dealer will feel the effects of the trade war being waged by the two European nations except, of course, in the stoppage of all communication with the continent.

One result of the present trade conditions is the non-importation of German chains. But English dealers feel certain that there will be no stoppage in the exportation of their own chains.

Sears Crosses Great Divide

Richard Warren Sears, who organized the firm of Sears, Roebuck & Co., which is recognized as the greatest mail order house in the world, died at Waukesha, Wis., on Monday, September 28th. Sears was in his 52nd year.

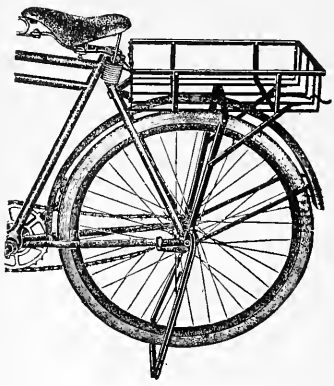
The firm which Sears founded in Minneapolis in 1886 and which later was incorporated and moved to Chicago, where it is now located, has cut no mean figure in the bicycle and motorcycle industry. Bicycles running into the thousands have been distributed to all quarters of the globe annually, while Sears motorcycles, nameplate machines, have been sold in corresponding quantities. Sears was president of the firm and was actively connected with it until six years ago, when he withdrew from active participation in its affairs, retaining his interest, however. Sears was born in Stewartville, Minn., and it is estimated that he was worth $30,000,000 at the time of his death.

Honolulu Concern To Handle Cycles

The Schuman Carriage Co., Ltd., of Honolulu, Hawaiian Islands, is adding a motorcycle and bicycle department to its business and is desirous of hearing from American manufacturers. The concern does a wholesale business and the new departments will be managed by Lyman P. George. Cycle parts and accessories will form a portion of the new stock.

Findlay Concern Brings Out Carrier

One of the latest bicycle luggage carrier creations of the season is the Myers combination luggage carrier and



MYERS'S COMBINATION CARRIER

stand, which is being produced by the Myers Specialty Mfg. Co., whose home is at Findlay, O. The new attachment, as shown in the accompanying illustration, is unique in that it combines a luggage carrier and stand. Another excellent feature is that it is hand riveted throughout, insuring because of this and because of its general design and manner of attachment, an unusually great amount of rigidity. The carrier and stand combination is so constructed as to fit any 28-inch wheel without making any adjustment and can be placed on or removed from a bicycle in five minutes. The stand is 14 inches wide, or wider than many motorcycle stands, thus assuring the safety of the machine from falling over when loaded.

E. L. Metzger has taken the Excelsior agency at Lafayette, Ind., which he will run in connection with a big machine shop which he operates there.

U. S. Tire Co. Makes Weston Sales Manager

Succeeds J. D. Anderson, Resigned, Who Remains in Advisory Capacity

Joseph C. Weston has been made general sales manager of the United States Tire Co., succeeding J. D. Anderson, who has resigned. Although the title is new to Weston, who long has been connected with the United States company, latterly as Central District manager, his duties will not be strange to him, for during the past few months he has been acting general sales manager in the absence of Anderson in Europe. For the present, Anderson will remain in an advisory capacity.

Weston's promotion to the head of the sales organization is a logical one for he has a veteran's experience in the tire business, dating back to the old Morgan & Wright days. For years he was secretary of the Morgan & Wright company; when the United States Tire Co. was formed he was appointed Western District manager, his headquarters being in San Francisco. Later, he was appointed Central District manager, succeeding A. I. Philp.

Weston is exceedingly well-liked in the trade both for his universal good nature and ready smile and for his business acumen. There are few men in the tire business who are better known to the trade in general.

Smalley Heads Graphite Lubricating

Following the death of President Chas. H. Libby of the Graphite Lubricating Co., Bound Brook, N. J., William H. Smalley, who has been vice-president and treasurer, has been elected president; in addition he will perform the duties of treasurer.

Other changes that have been made are: Leigh S. Bache, who was general manager, is now first vice-president as well; Spencer Weart, who was secretary, now is second vice-president as well; George O. Smalley, who was assistant manager, is now assistant treasurer as well. These men compose the board of directors.

Kelm Garages at Reduced Price

A reduction in the prices of garages has been made by Kelm & Burbach, 387 3rd street, Milwaukee. Their steel motorcycle garages have been reduced, the rate for the double garage now being $40 instead of $50 and the single rate $20 instead of $30.

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NEW YORK, OCTOBER 6, 1914

A HINT FOR CHICAGO VISITORS

Buying a ticket to Chicago is one of the most popular indoor sports just as present, for as we go to press the eyes of the entire cycling trade are turned towards the great show which opens next Monday.

The men who met and frolicked at Atlantic City last August are now to meet in their "working clothes" and present the products of their brains and industry to the dealers, through whom the goods must be sold.

It is the formal debut of the 1915 models and novelties. It affords the dealers a chance to see the competing makes gathered under one roof in a manner that will permit examination and comparison, and furthermore makes possible the personal questioning which is impossible to any extent in correspondence. The manufacturer looking for sales agents can meet more dealers than he could in six months of steady traveling, and for the office man who never travels it is an opportunity never duplicated for making new acquaintances.

Everything considered, the motorcycle show as at present conducted and as now attended is a vital asset to the industry, and it is to be hoped that interest in it may not flag and that each year may see a more completely representative attendance.

You will be looked for at Chicago, and if you are not there you will be missed and will have to explain all winter why "we did not see you at the show."

Be there! You can cash in on it in your business. It is not just a junket to a big city for a good time, but a participation in a big, serious gathering which cannot fail to assist the return of "good times" in business.

Every dealer in two-wheelers should come to the show with his eyes open and his mind on the alert to grasp what is new in the exhibits and what will be to his advantage. Before making the trip he should go over his list of accessories, find out what has been in demand during the past year, and what he is overstocked with owing to lack of sales. In the show there will be a whole crop of new productions in the accessory line from which he can replace goods that have been slack sellers and can round out lines that showed up well during the past season with additional novelties.

Of course it is good fun to spend a week in a big city like Chicago, and the show offers an opportunity to "get together" with lots of fellow dealers and riders. But the man who gets most out of his trip to the big display is the man who knows what he wants to get out of it for his own business. His forethought now is going to figure in the sales that he makes next summer.

Incidently the dealer who comes prepared with information as to his needs, and knowledge of how he is going to replenish his stock, is the fellow the manufacturers and their representatives want to see. They are willing to talk over old times with the visitors to their exhibits, but they have a lot of respect for the dealer who has last season's sales at his fingers' ends, who knows what is "going good" and why, and what new stuff he must have in order to satisfy the local demand for such articles.

The Chicago show will give everybody a lot of entertainment. But you dealers who are going, don't lose sight of what it can do for you and your entertainment will last during the selling season.

THE SHOW HERALDS GREAT OPPORTUNITY

In this epoch making year of the great European war the motorcycle trade faces opportunities that have never knocked at its door before. At the start of the war insurance rates were high and shipments few; now, conditions are altered, trade is heavier because export shipments are being resumed on a large scale now that the seas are opened to merchant ships.

The coming year is sure to see a great outflow of trade from America to Europe and South America during the war, which will be doubled at the end of the war when the exhausted nations seek to recruit their resources.

Who is going to profit by this? The American dealer in motorcycles will have his share, abroad and at home, if he is right on the spot to get it.

The coming year is going to be the biggest yet for the motorcycling trade, and the show is the beginning of it. Start right!

Looking Forward ~ Coming Events

September 28-October 10, Birmingham, Ala.—Series of races in connection with the Alabama State Fair.

October 10, Nashville, Tenn.—Motorcycle races at the State Fair Grounds under the auspices of the Nashville Motorcycle Club.

October 10-11, Chicago, Ill.—Fifth annual endurance run of the North Shore Motorcycling Club from Chicago to Kokomo, Ind., and return.

October 11, Grant City, Staten Island, N. Y.—Completion of bicycle races of annual championships on the Boulevard under the auspices of the Inter-Club Amateur Cycle Road-Racing League. Rain date, October 18.

October 12, Taunton, Mass.—Racemeet for motorcycles and bicycles under the auspices of the Taunton Driving Club.

October 12-17, Chicago, Ill.—Third annual motorcycle, bicycle and accessory show in the First Regiment Armory.

October 14, Chicago, Ill.—Quarterly meeting of the Manufacturers' Association at 10 A. M. in the New Southern Hotel.

October 18, Jamaica, Long Island—Endurance run of the Jamaica Motorcycle Club to Bridgeport, Conn.

October 21 and 22, Norton, Kan.—Series of motorcycle racemeets on the half-mile dirt track under the auspices of the Northwestern Kansas Motorcycle Club.

October 25, Macon, Ga.—Motorcycle races in connection with the State Fair, which commences on that date.

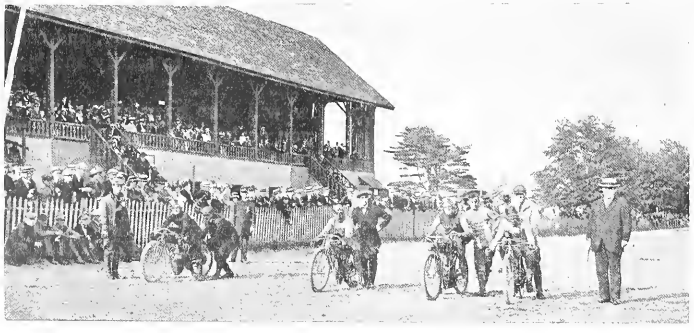
November 3-7, San Angelo, Tex.—Series of motorcycle races in connection with the Fall Fair, under the auspices of the motorcycle club of that city.

November 7 and 8, Phoenix, Ariz.—Second annual Coast—Phoenix road race for 470 miles, staged under the auspices of the motorcycle club of Phoenix in cooperation with the Arizona State Fair Commission and the San Diego Motorcycle Club.

November 26, Stamford, Tex.—Motorcycle race at 100 miles.

December 25, Savannah, Ga.—Professional 300-mile road race over Grand Prize automobile course.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.



TAUNTON RACES ARE SOMETIMES STARTED BY THE CITY'S MAYOR

Taunton Ready for Columbus Day Meet

The Taunton Driving Club, of that place in Massachusetts, are making final preparations for their regular Columbus Day motorcycle and bicycle racemeet, which will be held in connection with horse races and other sports. There are to be three races for motorcycles, to which only 30.50 machines will be admitted. In the morning a 10-mile bicycle road race will be staged. A. E. Barber, who will act as referee, announced that on the 28th ult. 10 entries had been received and many more are expected before the races are held.

Norwich Sees Good Racing Program

Barring a few spills, none of them serious, the five events which made up the card of motorcycle races at the fair grounds track, Norwich, Conn., on the 26th ult., were run off in good order. Riders from Springfield, New York and Boston helped to make the races fast and exciting for the large crowd of spectators.

While warming up before the second event, F. H. Ledger, riding an Excelsior, took a spill and sustained a fractured collarbone. E. Carroll, mounted on an Indian, took a header while rounding the south curve in the third event, but jumped up quickly, started his machine, and secured third place.

The summaries:

Five-mile open 61 cu. in. stripped stock—Won by E. Carroll, Indian; second, F. Nixon, Indian; third, H. F. Burdick, Excelsior. Time, 6:07.

Five-mile local, 61 cu. in. stripped stock—Won by Walter Chappel, Indian; second, H. H. Baldwin, Excelsior; third, B. Davis, Excelsior. Time, 6:40.

Seven-mile open, 61 cu. in. stripped stock—Won by F. Nixon; second, H. F. Burdick; third, E. Carroll. Time, 8:47.

Five-mile consolation, 61 cu. in. stripped stock (for riders who had not taken a first prize in open events in motorcycle meets in New London County)—Won by Walter Chappel; second, H. H. Baldwin; third, J. Pallazze, Excelsior. Time, 6:50.

Eight-mile open, 61 cu. in. stripped stock—Won by H. F. Burdick; second, E. Carroll; third, F. Nixon. Time, 10:06.

Another Motorcycle Thief Caught

A motorcycle belonging to David O. Greenfield which was stolen recently has been recovered by J. W. Ibach, Harrisburg, Pa., city detective. As soon as the thief is convicted Ibach will receive a $25 F. A. M. reward.

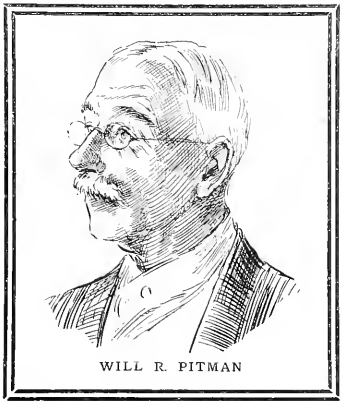
"WHEEL ABOUT THE HUB" VETERANS—THE LAST CYCLE GATHERING IN WHICH "HAPPY DAYS" PARTICIPATED. PITMAN WEARS THE OLD FAMILIAR WHITE DUSTER AND IS NEAR THE RIGHT OF EACH PICTURE

Will R. Pitman Goes to His Final Rest

Famous Cyclist and Referee Died Last Sunday After Short Illness in New York Hospital—One of the Real Veterans of the Sport Who Has Done Much for the Uplift of Cycling

Will R. Pitman, long known to the world of sport as "Happy Days" Pitman, died last Sunday at the Polyclinic Hospital, in New York, following an operation for a throat affection. His record, familiar to all the followers of the sport, is a long and honorable one and dates back over 40 years.

Born in Bangor, Me., he entered the revenue service during the Civil War, and in 1868 became interested in bicycling through seeing a tricycle act with Hanlon Brothers' circus in Bangor. In 1869 he won the Maine state championship on a tricycle, doing one mile in 5:05 minutes. He participated in what was perhaps the first racemeet to be held in this country, winning the mile event, nine years after he won the state championship, in 3:47. His mount was a 52-inch English semi-racer. As the types of machine changed from the tricycle to the "bone-shaker," from the "ordinary" to the "safety" type, and finally to the power-driven two-wheeler, Pitman was always active in promoting the interests of the sport. In 1884 he led the field home in the Boston Bicycle Club's 100-mile race for tricycles.



WILL R. PITMAN

He was one of the first to appreciate the merit of the motorcycle, just as he had been one of the first to see that the awkward and heavy bicycle of the early days could be made into something useful and efficient. In order to show the practicability of the motorcycle, he rode two miles in public with it. Since then he has confined his services to refereeing the many racemeets, which increased in number as the machines increased in speed, being for 13 years the referee of the Irvington-Milburn 25-mile race, and also on the firing line at Brighton Beach. He was one of the founders of the League of American Wheelmen.

"Happy Days," as all his friends liked to call him, was one of the most popular referees in the sport because of his unfailing honesty. His reputation was such that people would exclaim, "Oh, that

race is sure to be well handled because 'Happy Days' will be there."

Only a week before he died his friends arranged a banquet for him, Col. George Pope being the chairman. Many of the cycling notables of the old time and the present gathered there in honor of the "dean of referees." They did not suspect that the dinner was to be the last he was to attend, or that it was to mark his last appearance in public. Letters enough to fill a dress suit case were sent by the ones who could not attend, and Col. Pope presented his old friend with a loving cup.

It is pleasant to remember that this testimonial was given "Happy Days" before his departure to the hospital, and that his last few days were lightened by the thought of all the friendly wishes that had been tendered him there.

With the death of "Happy Days" in his sixty-sixth year comes the passing of one of the few men who link together the old times with the present. It marks also the passing of a man who by his personal honesty and straightforwardness in all matters won the affection of his friends and associates to such a degree that Pitman the referee was less widely known and honored than "Happy Days" the man.

The funeral will be held on Wednesday evening, 7th inst., at 8 o'clock, in the Funeral Church, 243 West 23rd street.

Sad Accident Mars Bay Ridge Run

Of the 88 starters who entered the Bay Ridge Motorcycle Club's annual fall endurance run on Sunday last, October 4th, 63 encircled Long Island and reached Brooklyn again before the expiration of the time limit.

The riders left the clubhouse at Fort Hamilton avenue and 37th street, South Brooklyn, beginning at 7 A. M., and took the eastern shore route to Bay Shore and Patchogue to South Hampton, the noon control, which was reached at 1 o'clock, and came back along the western shore through Port Jefferson and Jericho, arriving at the clubhouse at 6:30 or thereabouts.

But one accident marred the otherwise perfect run. This occurred when George Barnes on a Harley-Davidson and sidecar, with Mrs. Robert Brazenor as passenger, skidded into a fence near the noon control, severely injuring Mrs. Brazenor. She was taken to the South Hampton hospital, where it was said that she possibly has a fractured skull.

The full results of the contest will not be announced until after the referee, F. H. Chase, and the other officials have had a chance to compile the figures.

CARMEN THE VICTOR IN 40 MILE PACED EVENT

Defeats Walthour in Feature Number at Brighton Matinee in Fast Time—Good Attendance Inspires Management to Postpone Closing Date.

Clarence Carmen, the Jamaica whirlwind, proved his superiority over Bobby Walthour in the 40-mile match race at the Brighton Beach (N. Y.) motordrome on the 4th inst. In the last and deciding heat he won easily from the Georgian rider with two laps to spare.

A feature of the evening was a medley race between Fogler on a bicycle, V. Madonna, motor-paced, and A. Chapple on a motorcycle. Fogler went two laps from a standing start, Madonna four laps and Chapple six, both from a flying start. Fogler won rather easily, with Chapple 150 yards behind him, and Madonna about ten yards behind Chapple.

Owing to the big crowd that turned out to view the races they will be continued next Sunday.

The summaries:

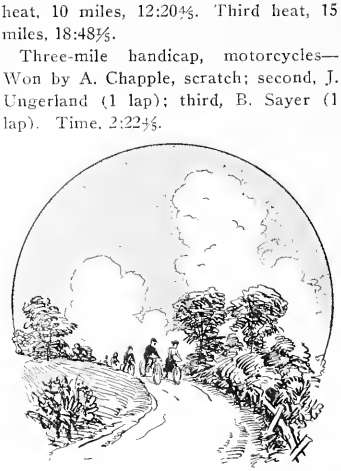
Two-thirds-mile handicap—Won by T. Bello (35 yards); second, N. Gutoff (85 yards); third, H. Gerden (100 yards). Time, 1:15⅖.

Three-cornered medley race—Won by J. Fogler (two laps on a bicycle); second, A. Chapple (six laps on a motorcycle); third, V. Madonna (four laps paced behind motor). Time, 1:15⅕.

Unknown distance race—Won by T. Bello; second, O. Lake; third, J. Nunziata. Distance, 1⅓ miles. Time, 2:58.

Forty-mile motor-paced match race—Won by C. Carmen; second, B. Walthour. First heat, 15 miles, 19:26. Second heat, 10 miles, 12:20⅘. Third heat, 15 miles, 18:48⅗.

Three-mile handicap, motorcycles—Won by A. Chapple, scratch; second, J. Ungerland (1 lap); third, B. Sayer (1 lap). Time, 2:22⅘.



Three-mile open, motorcycle—Won by B. Sayer; second, P. Cronlin; third, J. Ungerland. Time, 2:28⅗.

Leimbach Stars in Crescent Races

The Crescent Bicycle Club, of Baltimore, Md., held a second all-for-glory meet at the Clifton Park track on Saturday, October 3, the events being as successful as the ones held the week previous. There was a good card and the finishes were close and thrilling. August Leimbach, the speed champion of the club, made his reappearance and captured several races. The summaries:

One-mile greenhorn — Won by G. Bausch; second, F. Eby; third, J. Huth. Time, 3:31.

One-mile open—Won by W. Sherman; second, L. Sanborn; third, F. Sanborn. Time, 3:00.

Two-mile lap race, decision to winner of largest number of laps—Won by W. Sherman, 5 laps; L. Sanborn, 2 laps; F. Sanborn, 1 lap. Time, 5:10.

Quarter-mile slow race—Won by H. Demsey; second, G. Vogt; third, L. Heying. Time, 10:00.

Half-mile miss-and-out—Won by L. Sanborn; second, F. Sanborn; third, W. Sherman. Time, 1:17.

Quarter-mile novelty—Won by E. Jeffries; second, H. Nolan; third, H. Nechamkin. No time taken.

Mile relay—Won by L. Sanborn and A. Leimbach; second, F. Sanborn and W. Sherman. No time taken.

Mile handicap—Won by A. Leimbach; second, F. Sanborn; third, L. Sanborn. Time, 2:58.

Unlimited pursuits—F. Sanborn defeated L. Sanborn; distance, 2½ miles; time, 8:40. A Leimbach defeated W. Sherman; distance, 1¾ miles; time, 4:55.

Special pursuit—Won by A. Leimbach over a team composed of T. Baker and J. Trost. Distance, 1¼ miles.

McNiel Flirts With Mile Record

On a damp track, with a light rain falling, when it was so dark that the other riders withdrew from the race, J. A. McNiel, of Minneapolis, mounted on a Cyclone motorcycle, made the extraordinary speed of 32⅖ seconds for the mile. The new one-third mile board saucer track at Omaha, Neb., was the scene of McNiel's attempt to clip the world's record for the distance.

Le Humiston at present holds the record with the time of 36 flat, and procedure has already been started to have the F. A. M. recognize McNiel's performance. His time for the first lap is said to be 11⅗, which, under the conditions, is remarkable.

PAPESCA WINS FIRST OF INTER-CLUB SERIES

New England's Champion Finishes First in Two Road Races of Inter-Club Series—Final Events Carded for Grant City Next Sunday

James Papesca, champion cyclist of the New England Wheelmen's club, continued his pursuit of the metropolitan amateur laurels, when he captured the first two out of a series of unpaced road races for the individual championship of the Inter-Club Amateur Cycling Road Racing League, on the Grant City, Staten Island, Boulevard, on the 4th inst.

By his dual victory Papesca scored 10 points, while Jensen registered 8 and Nagel 6. The two races were ten and five miles, and in the first Papesca had all he could do to beat the Century Road Club champion to the tape, Jensen coming in 10 seconds after. In the five-mile event also Papesca was forced to his fastest pace, leading by about 13 seconds at the finish.

Next Sunday, at Grant City, the final two races of the championship series will be decided, in addition to the team championship, in which four men from each club in the league will take part.

The summary:

Ten-Mile Race

1. J. Papesca, New Eng. Wh....	26:46⅗
2. E. Jensen, C. R. C. A.....	26:58⅗
3. G. Nagel, Acme Wheelmen...	27:53⅕
4. W. Lock, C. R. C. A., N. Y...	28:13⅗
5. G. Knopf, C. R. C. A., N. J...	29:25
6. R. Rabino, I. A. G. A.....	30:06⅗
7. R. Salvi, Arrow Wheelmen...	31:07

Five-Mile Race

1. J. Papesca, New Eng. Wh....	12:53⅖
2. E. Jensen, C. R. C. A.....	13:07⅖
3. G. Nagel, Acme Wheelmen...	13:31⅗
4. W. Lock, C. R. C. A., N. Y...	13:37⅘
5. G. Knopf, C. R. C. A., N. J...	14:07⅖
6. R. Salvi, Arrow Wheelmen...	15:44

Kramer Defeats Goullet at Newark

Saving his sprint until the last lap and then beating Goullet to the wire by lengths, Kramer, the American champion, defeated his Australian rival for the cycling honors at the Newark, N. J., Velodrome on the 4th inst. in three straight heats. One of these was declared no race by the referee, when Kramer squeezed Goullet slightly on the last lap. The first heat was Goullet's but after that the American was on his mettle and would not be denied at the finish.

Egg found McNamara more than he could handle in the 15-mile tandem-paced match. The Australian rider signalized his return to the racing game, after a long lay-off due to a broken collar bone, by leading the Swiss speedster to the tape by about 50 yards in the fast time of 27:08⅖.

The summaries:

Two-mile novice, amateur—Won by W. Staley; second, A. Baker; third, O. Brock. Time, 5:01. Winner was protested.

Half-mile open, professional—Won by R. Spears; second, C. Moretti; third, I. Lawson. Time, 1:08⅖.

Australian pursuit race, amateur—Won by F. Weber; second, H. Kaiser; third, W. Hanley. Time, 11:56⅖.

Tandem Australian pursuit race, professional—Won by P. Drobach and I. Lawson; second, F. Hill and G. Cameron; third, R. Spears and G. Walker. Time, 10:20. Distance, 5 miles, 1½ laps.

One-mile match race, professional—Won by F. Kramer, two out of three heats. First heat—Won by Goullet; time of last eighth, 0:12⅗. Second heat—Won by Kramer; time of last eighth, 0:12. Third heat—Won by Kramer; time of last eighth, 0:12.

Three-mile handicap, amateur—Won by W. Hanley (15 yards); second, D. McDougall, scratch; third, H. Kaiser, scratch. Time, 6:02⅕.

Fifteen-mile tandem-paced match race, O. Egg and R. McNamara—Won by McNamara. Time, 27:08⅖.

Exposition Team Reaches the Pacific

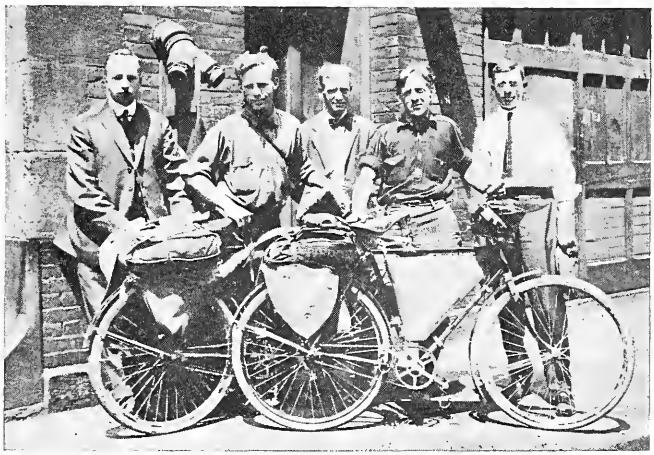
After a total of 42 actual riding days, the bicycle team of Bob Lawson and Chris Hansen, members of the Century Road Club Association, has reached San Francisco, Cal., for which point they left Coney Island on the afternoon of July 26. Lawson and Hansen apprised their division last week of their arrival at the Golden Gate on September 29, having covered a distance of 4,080 miles, over all kinds of roads and in all kinds of weather. The partners were held up by rain and accidents for several days. The trip to the Coast was merely for pleasure, but on their return journey the New York riders will attempt to break the transcontinental record of 37 days, which was established in 1896.

Three Perfect Scores in Penn Run

Of the 17 riders who started in the recent roadability run of the North Penn Motorcycle Club, Philadelphia, only three finished with perfect scores, while five of the contestants failed to complete the course. The riders went to Trenton, and thence through Hightstown, Freehold, Lakewood, Toms River, Pleasantville, May's Landing, Gloucester and Camden, covering 206 miles. Following are the scores of the finishers:

W. Wheatley, Emblem, 1,000; A. Kline, Harley-Davidson, 1,000; H. Koelp, Harley-Davidson, 1,000; Guest, Harley-Davidson, 994; A. Deviso, Harley-Davidson, 989; R. Kenneck, Flying Merkel, 973; J. Kenner, Flying Merkel, 969; J. Supoit, Emblem, 931; E. Savin, Excelsior, 956; W. Gilroy, Harley-Davidson, 921; W. Freible, 897. Wheatley, Kline and Koelp received gold medals.

Members of the Wheeling Motorcycle club, of that place in West Virginia, are planning a novel event for the near future in the nature of a hare and hound chase. While arrangements have not been completed, it probably will be run Sunday, October 11.



BOB LAWSON AND CHRIS HANSEN WITH THE PIERCE "HEADS" IN BUFFALO

WOOD OBTAINS AGENCY FOR HARLEY-DAVIDSON

New York Dealer to Handle Product of Milwaukee Manufacturer in That City and Surrounding Territory—Will Do Jobbing Business in Accessories

George E. Wood, who formerly had the distributing agency for R-S motorcycles in New York city and surrounding territory and operated under the style Riverside Motorcycle Garage, has contracted to handle Harley-Davidson product exclusively and has obtained the territory comprised of New York city, Staten Island and Westchester county.

GEORGE E. WOOD

While Wood is going to remain in his present location in 533 West 110th street, his concern in the future will be known as the Harley-Davidson Sales Co. of New York.

Elaborate preparations are being made by this active dealer to properly handle the increased business which he expects to do with his new line. His store front is being entirely remodeled and a doorway six and a half feet wide will be constructed between two nine-foot show windows.

On the adjoining property a garage is being constructed, with accommodations for 100 machines. The quarters of the Riverside Motorcycle Club which are located in the main building on the floor above the salesroom will have its entrance through the garage, so that the riders will have access to their rooms at all hours of the day or night.

In the store proper nothing will be kept excepting new stock, motorcycles and accessories. Wood intends opening a large jobbing department and now is preparing an attractive catalog for the trade showing his lines. He will keep one salesman on the road looking after this business. He intends to continue his policy of selling motorcycles on easy payments and will continue to accept all marketable machines in part payment for new Harley-Davidson motorcycles.

The day of the opening of the newly arranged quarters will be featured by a reception to all motorcyclists, of which notice will be given as soon as the alterations are sufficiently completed to permit of a positive date being set. An active selling campaign will be instituted immediately afterward.

New York Motorcyclists Should Attend

New York City motorcycle dealers and riders are invited to attend a meeting which will be held in the assembly room of the Automobile Club of America, 237 West 54th street, New York, on Thursday evening, October 15th, at 8:30.

Plans will then be made for the participation of motorcyclists in the pageant incidental to the Commercial Tencentenary Celebration. October 28 is the date set for a monster parade of motor vehicles and it is hoped that by a very general response the motorcyclists of the metropolitan district will impress the public with the true importance of the two-wheeler.

Lang Developing the Commercial Field

C. H. Lang, Harley-Davidson distributer for Chicago and Cook County, has just sold eight machines to the Chicago Telephone Co. and is inaugurating a campaign for sales of machines for commercial purposes with the hope of making up the falling off of sales for pleasure purposes which always takes place at this season of the year.

Dealers' Ass'n Open to Motorcyclists

The Retail Dealers' Automobile Association of Minnesota has added a motorcycle department to the association and are inviting the motorcycle dealers of that state to join and take advantage of the benefits of the organization. The main object of the association is to prevent price cutting and to protect the dealer in every way possible.

Baltimore Dealer Has Good Season

The Heinz Motor Co. of Baltimore, Md., has sold the following machines for commercial purposes and report the sale of 175 machines so far this season, with many prospects for the fall. This has been the most successful season the firm has had. Forty-one machines and six sidecars have been sold for public uses and are distributed as follows:

Gas & Electric Co., 18 machines; Park Board, 7 machines; State Roads Commission, 7 machines and 5 sidecars; Health Department, 3 machines and 1 sidecar; Water Department, 3 machines; City Forester, 1 machine; City Engineer, 1 machine; Electrical Commission, 1 machine.

Bert E. Heinz and his brother, Gus W. Heinz, took the agency for the Harley-Davidson two years ago and have made good, as is shown by the fact that their 1914 sales showed a big increase over 1913, and they have one of the neatest shops in Baltimore devoted to the exclusive sale of motorcycles.

Mears an Artist in Speed and Color

One of the most striking decorations in the Francis Scott Key Decorated Motorcycle Parade recently held in Baltimore was that of Carey Mears. Mears,

MEARS'S CONCEPTION OF AN INDIAN

who was formerly a resident of Chincoteague, looks Indian-like without any war-paint. The accompanying illustration shows his unique decorations, consisting of a tepee erected on the luggage carrier, made out of flowers, and all the regalia that formerly went with his tribe. The machine was elaborately decorated with greens and cut flowers and caused much comment along the line of march.

Mears has a strong claim to the title of champion of Maryland, for he was the only state rider to win an F. A. M. event during the past season, and he has defeated the local riders frequently on the road.

Following the Dealers' Movements

Carl Futterer, Harley-Davidson dealer at Quincy, Ill., moved into a new large store at 729 Maine street on the 1st inst. His old quarters had been too small for his business for some time, particularly as he carried a hardware line besides the motorcycles. Now he has given up the hardware business and will devote his entire time to motorcycles. He will run a day and night service department in connection with his new store, also a repair department which will be in charge of an expert mechanic from the factory.

The Apex Bicycle Co., of Portland, Ore., have taken over the stock of motorcycles and accessories of the Hudson Arms Co. Their September business showed a substantial increase over last year.

Ben C. Straube, manager of the Hub Motorcycle Co., Excelsior agents for Boston, Mass., keeps his second-hand stock of machines on the floor at a low point by mailing a weekly bulletin of bargains to a selected list of names.

Hall & Gravatt, Indian agents at Atlantic City, have moved to their new location at 2522 Atlantic avenue and are giving their customers neat booklets showing the best roads in New Jersey.

John Breen is introducing the four-cylinder Henderson to the riders of Bay City, Mich. He says that he is satisfied that he has established the machine in that city, and will make many sales in the 1915 season.

The Washington Cycle & Supply Co., 947 Commerce street, Tacoma, Wash., are now the distributers of Dayton motorcycles in Pierce County.

The Flying Merkel motorcycle manufacturers have given the agency of their machines in Protection, Kan., to C. Sanders.

Ed. Berreth and Clyde Fiske, formerly of Portland, have started the Cycle Club at Eugene, Ore. They report present business as good and prospects bright.

Charles Uhlercat, 1317 Derry street, has added the Yale to his line. He is agent for the Thor.

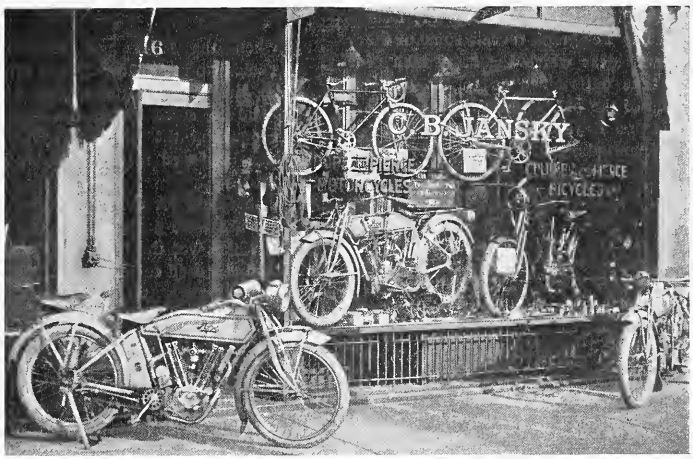
Earl R. Weller, of Portland, Ore., has established the Weller Co. and will handle the Dream tandem.

The New York Sporting Goods Co., outfitters to sportsmen everywhere, and located in New York city, have renewed the distributing contract for Indian motorcycles which formerly was in the name of F. A. Baker & Co. F. A. Baker, who now is vice-president of the Sporting Goods Co., the two firms having combined on the first of October, will be actively in charge of the bicycle and motorcycle departments of the concern. The only power-driven machine which will be handled is the Indian and the active campaign which the larger interests will wage is expected to result in a greater output than has been experienced in former years.

Vic Lind, of 228 Flatbush avenue, Brooklyn, N. Y., is circulating a new yellow covered catalog. Although Lind handles all kinds of sporting goods, he has devoted almost half of his entire catalog space to displaying his lines of bicycle supplies, including clothing for the road rider and racer. He also gives considerable prominence to the foreign-made bicycle parts and accessories which he carries.

Vincent Brothers, distributers of Pope motorcycles in Cleveland, O., are going to withdraw from the motorcycle business.

The Atlantic Sporting Goods Co. has taken the Harley-Davidson agency for Atlantic City, N. J. They are located at 1428 Atlantic avenue and will run a repair-shop and day and night service station.



STORE FRONT OF C. B. JANSKY, CYCLE DEALER IN ST. LOUIS, MO.

Howard A. French, the Indian distributer at Baltimore, Md., was a busy man during the Star Spangled Banner celebration in that city, as his many friends from all over the country dropped in to see the show and the local Indian chief was kept on the go entertaining them. French has just added the Henderson to his Indian line and he expects to do considerable business with this machine.

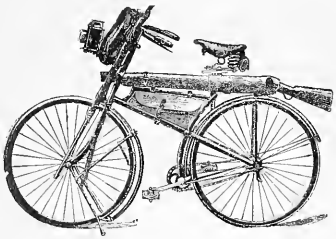
Lister Bros., Harley-Davidson agents at Cleveland, O., are building a new garage at 1826 East 55th street and when finished they will have an excellent show room and a large repair-shop. They expect to get into their building in about two months.

Bicycles Long Used for Military Service

The use of bicycles for military purposes dates way back to the Franco-Prussian war of 1870, when the velocipede, or "boneshaker" craze was at its height in Paris. At this time a dozen or more factories were turning out these machines in and around Paris, and it was proposed to mount soldiers as well as scouts upon them. This ancestor of the modern bicycle was tried to a limited extent in the French army, but its clumsiness and many imperfections militated against its practical use and its vogue was of short duration.

The following clipping from the London Daily Telegraph reveals some of the fantastic ideas which the army men of that time entertained as to the possibilities of the old "boneshaker":

"Messrs. Reynolds and May, the two Americans who escaped from Paris by



ENGLISH MILITARY BICYCLE—1890

balloon at the same time as Gambetta, have gone to the beleaguered city to conclude a contract with the French government for the supply of a large number of a new description of bicycle with india-rubber tired wheel. They are to be distributed among the forces which are being gathered together in all parts of France for acting upon the flanks and rear of the Prussians. The rubber tires make their approach noiseless and they are easily propelled at the rate of ten miles per hour. The ubiquitous Uhlans may therefore anticipate the rapid raids of some of the novel cavalry corps about to be created."

One of the men who introduced the velocipede into England, Rowley Turner, is said to have escaped from Paris at the time of the siege on one of these machines.

During the seventies, when the "ordinary" or high bicycle was in its prime, most of the European armies experimented with the machine and organized cycle corps.

The tricycle was also put into service,

CARTOON FROM "PUNCH"—1872

and for good roads was a practical machine for army use because of its stability and the larger amount of equipment it could carry. Tandems, and multi-tricycles ridden by from two to six men, equipped with machine guns, were used by the English army about 1890.

But when the safety, or modern bicycle, came into use in 1887-88, and the pneumatic tire in 1890, the armies of Europe, and to some extent our own army, recognizing the practical advantage of the improved machine, adopted it more widely.

Special machines for the requirements of military use were designed, the most unique of which was the folding bicycle, which has been used for some years by the armies of France, Italy and Switzerland.

This machine is jointed near the seat post, the front wheel and the frame folding back beside the rear, and securely fastened. It could then be carried on the soldier's back, enabling him to get over rough and mountainous country with both hands free to use his rifle.

In the present war the motorcycle has proved its worth time and again in scouting duty, telegraph tending, in repairing motor vehicles disabled on the road, in quick despatch of messages, and many other ways described before in these columns.

PRIVATE 1ST REG. CONN. NAT'L GUARD

English Cycle Rider Saves French Column

Every day new tales of heroism come from across the sea. A story in the New York Tribune for October 1 is about cyclists in a British detachment who gave their lives in order to save a French column. It runs as follows:

Picture an expanse of open country bounded on either side by forest land. In the open area behind the trenches of the French the Germans are making the air hum and scream.

In the forest land to the right, unknown to the enemy, a strong body of British troops has taken up its position. In the forest land it is believed Germans are hidden.

Along the road running past this section French reinforcements are marching into the ambush. Unless they are warned they will go to total destruction.

ENGLISH MILITARY TRICYCLE—1890

Henry Roget, a private in the 5th Infantry, tells how the apparently impossible is accomplished:

"I was in the trenches with my companies when I heard the officers conferring anxiously. 'We must signal them,' they said. One of the soldiers began flagging, but he quickly fell a victim to German sharpshooters. Another shared his fate.

"The idea of signalling was abandoned. The situation seemed hopeless when suddenly from the trees where the English were hidden dashed a khaki-clad cyclist. He went down!

"Another went down. Then a third appeared, riding full speed across the inferno of fire. With his head bent low he managed to reach the advancing French column and deliver his warning. The French commander dismounted, took from his own tunic the medal he had won for bravery, and pinned it to the British cyclist's breast. 'It was given to me, mon camarade,' he said, 'for saving one life. I have the honor of presenting it to you for saving the lives of hundreds.'"

With the Cyclists in the Fields of Battle

An English Correspondent Narrates Some Exciting Experiences With and Between the Opposing Armies

A high tribute to the bicycle comes from the war correspondent of the English Morning Post. Discarding the horse or auto for the serviceable and inconspicuous two-wheeler, he journeyed along the front for long intervals, passing unchallenged where a man in a motor would have been stopped and questioned. As the news of successive engagements came in the correspondent made quick dashes to the scene of activity on his bicycle, being stopped only once, as he relates, "where the road was mined." He seems to have been a devotee of the bicycle, for he used it also in the Balkan war a year or so ago.

His narrative runs like this:

"After three weeks' experience with the Belgian Army, an experience interrupted by the necessity of getting out of Brussels ahead of the Germans, I give a reliable bicycle the palm over horses or motor cars as an aid to getting about country in war time. It can go wherever there is a vestige of a road or a track. It is not difficult to carry over fences and through fields to get into the actual line. It asks for no food except an ounce of oil every 100 miles. It excites the least attention from friend and enemy. I have been within smell of the Uhlans repeatedly on a bicycle, and have been accepted evidently as a civilian inhabitant of the country without challenge.

"Here in Belgium, where the people had the cool habit of running the railways along almost to the battle front in places, the cycle has been of noble value. It was all I took out with me in the retreat from Brussels, and if going out I had been offered a seat in a motor I would have refused unless the bicycle could have come, too. It was the one absolutely sure means of quick transport. To get from Brussels to Terneuzen between 11 A. M. and 7 P. M. was a fair achievement. And if, as had been anticipated generally, there had been some attempt to hold the Brussels suburbs against the enemy the only way to have seen the fighting and to have got out safely would have been by cycle.

"Here in details are the records of some cycle trips seeing operations: August 11 by train to Louvain and on by bicycle to Tirlemont. I hear there that fighting is going on towards the west and follow the road as far as a village called Grimde, and see the last phase of a pretty little action which had begun on August 9, had continued through August 10, and, on August 11, was finishing with the Belgian cavalry clearing their front. I got right into the line to the headquarters of the brigade, and, leaving the bicycle by the roadside, went into a battery cleared for action. A friendly artillery officer told me the details of the action so far as it had gone, and helped me to see tthe remaining operations. Also he gave me his probable station the next day.

"Next morning, August 12, early, I was able to get out from Brussels by train past Louvain, and bicycling to Tirlemont learned the probable position of my friend's battery. But the information proved to be incorrect—naturally, a battery is not an immovable feature—and I made back for Cumptich, seeing there the headquarters staff of the Brigade, and placed the battery to the north at Hautern Ste. Marguerite. It was a bad road, and when I reached Hautern Ste. Marguerite the afternoon was far advanced, but I was cheered on by the direction given to me by another artillery officer to go north and 'follow the sound of the cannon.' A soldier cyclist accompanied me, and I pushed on until nightfall towards Haelen, where, for two days after, a battle was fought. Unfortunately it was necessary to return to Brussels that night; and as there was no certainty or even probability that the desultory artillery duel which had now ceased would be followed by anything more serious, I turned back.

"Another cycle trip on August 15 was by Tirlemont, through Cumptich, to Diest, Haelen, Geez-Bek, over all the area of the fighting, and—accompanied by a Belgian cavalry officer—over a wide extent of country which was being 'scouted.' Yet another: August 17, started from Wavre and followed the operations—sometimes within the line—as far as Gembloux. None of this would have been possible in any other way than by cycle. Experience with a motor showed that it was stopped long before it was near to the actual operations. The bicycle got only one firm refusal to pass, and that was over a section of road which had been mined. As, too, it was a palpably English bicycle, a massive 'dragoon' type of machine, it served almost everywhere as a passport. Soldiers would recognize it as 'Anglaise,' and those who knew a little English would call out, 'Good-day,' 'Good-luck,' 'What cheer.' The little groups would give cheers for England.

"For helping the operations, as well as for seeing operations, the bicycle has proved of great value in this war. In scouting, the carabineer cyclists have been able to out-manoeuver the German cavalry patrols. A Belgian cavalry officer, Lieut. Raoul Daufresne, 3rd Regiment Lancers, confessed to me *reluctantly* that for scouting work the bicycle had proved better than the horse. He is a very distinguished horseman, well known in London, who has been complimented by the King on his riding at the Horse Show, and loves a horse as much as he loathes a bicycle. But experience had taught him the cycle's value, and in proof of his faith he came out with me mounted, not on a horse, but on a cycle."

Regulations Affect German Motorcyclists

That the motorcycle rider in Germany must know his business is proved by J. A. Geidel, a Harley-Davidson rider who recently returned from the Continent. Geidel reports that every prospective motorcyclist is required to pass an examination on a bulky volume of traffic laws and regulations, must have his eyes tested by a government physician and with his license receives a book containing his photograph and a minute description of himself. Incidentally the government officials permanently seal the muffler cutout of the motorcycle before granting a license.

TERCENTENARY PARADE TO HAVE MOTORCYCLES

Big Commercial Pageant to Have Division of Power-Driven Two-Wheelers—Powhatan Robinson Appoints Representative Committee of Motorcyclists

It has been decided by the committee in charge of the automobile pageant which is to be held in connection with the Commercial Tercentenary Celebration in New York on the evening of Wednesday, October 28th, to have a division of the pageant for motorcycles. This is to include ordinary motorcycles, sidecars and tri-cars, both decorated and undecorated, in which all motorcyclists of the metropolitan district are invited to participate.

The pageant promises to be the biggest affair of its kind ever staged in this country. Indications are that thousands of automobiles will be in line and the beautiful prizes offered for the motorcycle section should lure every motorcycle club and individual owner within riding distance of New York city. Governor Glynn has been invited to ride in the pageant and will view it from the Court of Honor on Fifth avenue, and numerous other high city and state officials will be invited to ride with the Governor.

From reports read at the luncheon tendered to the Automobile Auxiliary Committee of the Commercial Tercentenary Commission recently, the pageant seems to be booming along in sweeping style. Applications for entry blanks have been so numerous that the management has been forced to work overtime during the last few days.

Such men as General Howard Carroll, Edward Hagaman Hall, Alton B. Parker and George F. Kunz are wielding influence in business circles to make the celebration a colossal one and representative of the better times which are coming. Governor Glynn and Mayor Mitchell are honorary presidents of the commission.

The committee in charge of the motorcycle section is headed by Mr. Powhatan Robinson as chairman and communications should be addressed to the vice-chairman, J. A. Hall, 322 East 32nd street, Brooklyn, N. Y. The other members of the committee are R. D. Weaver, Oscar Brant, G. E. Wood, Geo. Ellis, Joe Dietrich, Jos. S. Hartig and Amos Shirley.

Will R. Pitman ("Happy Days") was most appropriately asked to accept a prominent position on this committee, but was unable to do so on account of his illness.

Plans are being made for equipping 1,000 motorcyclists with official pennants and it is hoped that at least this number of motorcyclists will be able to participate in this interesting historical event.

A meeting of motorcycle riders and dealers will be held in the rooms of the Automobile Club of America, 237 West 54th street, on Thursday evening, October 15th, at 8:30, to discuss plans for the celebration. All interested in motorcycling are invited to be present.

The following prizes will be awarded:

First, second and third prizes for the best decorated machines.

First, second and third prizes for the best decorated machines with sidecars attached, and souvenir prize to lady in sidecar.

First and second prize for the clubs having an attendance of over 15 riders coming the greatest distance.

First and second prize for the clubs having an attendance of over 15 riders making the best appearance.

First and second prize for the machines decorated in the most novel or grotesque manner.

First, second and third prize for the most appropriately costumed lady rider.

First, second and third prize for the best decorated tandem, with souvenir prize for the lady.

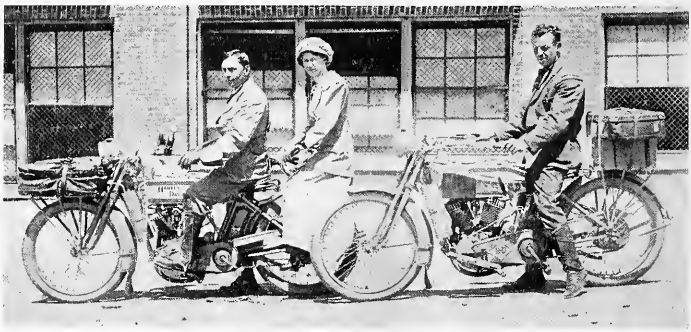
Watch for These Stolen Machines

The motorcycles which have been reported during the past week as stolen are as follows:

Yale, twin, two-speed, motor No. 25,324; Prest-O-Lite tank, lamp, luggage carrier, Stewart speedometer; stolen September 20th at Juanita, N. D. Owner, J. L. Stein, Oklahoma,, Okla. F. A. M. reward, $25.

A 1914 Flying Merkel, model 471, was stolen from the Coleman Motorcycle Shop, 43 Bowery street, Akron, O., September 19th. The motor number was 11508; the machine was fitted with Prest-O-Lite tank and Old Sol No. 2 lamp, No. 3 Goodrich tires and Ohio license No. 19755.

Captain of Police Andrew McCulley of Batavia, N. Y., reports the theft of a 1912 model Indian single, chain drive, motor No. 47D124. When last seen the machine was being ridden by two men; one man's clothes were torn and his hand badly skinned. A reward is offered for the return of the machine.



McQUEEN'S INGENIOUS FORWARD LUGGAGE CARRIER ARRANGEMENT

Luggage Carrier on Front Forks

J. A. McQueen, of Schenectady, who rode from Schenectady to Milwaukee and return, has solved the problem of luggage carrying. The illustration shows McQueen on his Harley-Davidson with his traveling kit over the front wheel. He has taken one of the regular Harley-Davidson luggage carriers and adapted it to the rocker plate studs so that it will travel nicely ahead of the front fork. Some of the credit for this innovation may be due to L. E. Holmes, who is the third in the picture, the instructor in manual training in the Schenectady high school for boys.

Chicago Visitors Watch Muffler Law

One of the reasons why the motorcycle is looked upon with dislike by some people is that it has been a very noisy vehicle in the past, and the reputation of a public nuisance which it acquired in the mufflerless days of its youth is slow in passing away.

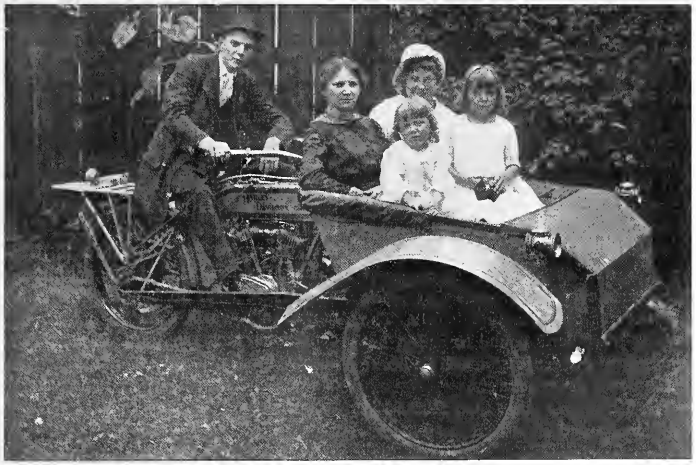
Everywhere people exclaim, "Oh, those things are so noisy; they are very disagreeable." The only way to correct this opinion of the machine is to prove that it no longer makes a racket like the passage of a rapid-fire gun along the public highway. The newer models,

especially the 1915 ones, are nearly silent in operation, and the great majority of machines to be encountered on the public roads are well mufflered; but all too frequently riders "cut out" when they want to make fast time.

In time this is not going to be permitted. In Chicago, for example, the home of the exhibition for next week, there is a strict and accurate ordinance against the use of the "cut out." This is worth quoting in full.

Section 1728. EE. (Mufflers Must Be Incapable of Being "Cut Out" by Person Riding in or on Vehicle.) No device or control used to open, release or cut out mufflers with which motor vehicles or motorcycles are equipped shall be accessible to or within the control of any person riding therein or thereon so that such muffler may be opened, released, or cut out by any occupant of such motor vehicle or any person upon such motorcycle while in motion. It shall be unlawful for any person to operate or for any owner of a motor vehicle or motorcycle to permit to be operated on any street, alley, or public place of this city any motor vehicle or motorcycle in violation of the provisions of this section. (Passed July 7, 1913.)

Riders who have the best interest of motorcycling at heart will do their best to make the enforcement of such a law —and the Chicago police are prepared to enforce it strictly—unnecessary.



L. H. CARSON'S FAMILY VEHICLE CONVERTED FROM A MOTORCYCLE TRUCK

Six Repair Shops Registered

During the past week the number of repair-shops to be registered with the F. A. M. was increased by six. The half dozen new shops which became identified with the national organization were located in many states from California to New York, as follows:

No. 1079—Oliver's Repair Shop (O. C. Berckhemer), 993 Washington avenue, New York City. No. 1080—Chapman Plbg. & Motorcycle Garage (Ralph Schwartz), 301 South Bickford street, El Reno, Okla. No. 1081—Lafayette Welding Co. (B. L. Metzger), 1004 Main street, Lafayette, Ind. No. 1082—John W. Thomas, Jr., 110 East Pittsburgh street, Greensburg, Pa. No. 1083—Graffigna Bros. (D. G. and E. G.), 108 North Sacramento street, Lodi, Cal. No. 1084—William H. Fonda, 31 Pine street, Amsterdam, N. Y.

Carson Conceives a Family Vehicle

A novel family pleasure vehicle has been fashioned by L. H. Carson, 315 West 60th place, Chicago, consisting of a converted motorcycle truck. It seats comfortably two adults and two children, providing pleasure trips for the youngsters as well as their parents.

Johnson Appoints More Attorneys

The number of legal action attorneys appointed by the F. A. M. to take care of the legal matters of its members in the different sections of the country is rapidly growing, as three more were added to the list during the past week. One of the new attorneys, C. F. Campbell, is at 314 Main street, Worcester, Mass.; another is James Esdale, First National Bank Bldg., Birmingham, Ala., while the third is Thomas E. Gill, Ashton Block, Rockford, Ill., for Winnebago County.

F. A. M. GAINS 343 IN MONTH OF SEPTEMBER

Renewals During the Ninth Month Total 259, With New York Leading in That Column—Ohio Brings in Greatest Number of New Members

The cool month of September, the best in the year for touring, sees activity in the F. A. M. membership figures. New members to the number of 165 were taken into the national organization on the affiliated basis, while 178 unaffiliated names appear on the roll list. The renewals figure up to 259, New York being the chief contributor to this column with Massachusetts a close second.

Ohio shows up well with a total of 50 new members, New York is strong in renewals, having 43 to her credit. An interesting item is the addition of 11 new affiliated names to Oregon's list, showing that in the northermost corner of the country the power-driven two-wheeler is mounting in popularity. In the sunny plains of Arizona, where riding during the winter is a favorite pastime, new members are also signing up.

The membership statistics are:

State.	Affiliated.	Unaffiliated.	Renewals.
New Hampshire ..	0	0	2
Vermont	1	1	0
Massachusetts	16	15	30
Rhode Island.....	0	5	7
New York.....	17	13	43
New Jersey.....	8	18	9
Pennsylvania	0	13	14
Maryland	1	1	5
Virginia	2	0	1
South Carolina....	0	1	0
Tennessee	6	2	4
Georgia	5	1	4
Alabama	0	0	1
Texas	11	7	7
Kentucky	0	3	3
Mississippi	0	1	2
Oklahoma	1	0	1
Ohio	24	26	29
Indiana	4	7	7
Illinois	28	11	22
Missouri	0	0	2
Wisconsin	0	2	9
Michigan	0	7	8
Minnesota	0	9	8
South Dakota.....	7	2	1
Nebraska	1	4	2
Kansas	10	7	8
Iowa	0	0	5
California	8	9	12
Colorado	0	0	1
New Mexico.....	0	0	1
Arizona	4	3	0
Wyoming	0	1	0
Montana	0	3	0
Idaho	0	1	0
Oregon	11	2	2
Washington	0	2	6
Panama	0	0	2
Canada	0	0	2
China	0	1	0
	165	178	259

No Olympia Cycle Show Because of War

For the first time in about 40 years there will be no cycling show in England. This decision was reached at a meeting held by the Cycle, Motor Cycle and Trader's Union on September 22nd in Coventry. There have been a number of opinions advanced to account for this action on the part of the Union, but the consensus of opinion seems to be that the action was largely influenced by sentiment on the part of the manufacturers who did not want to be engaged in the promotion of an exhibition at a time when the country was embroiled in war.

It has been said, too, that the manufacturers hesitated to attempt to "force a market" for their wares when the commercial condition of the country was so unsettled. If this is a reason for the abandonment of the show project it probably is a business error on the part of the Union, for it is generally agreed that not to hold the show will be to confess doubt as to the inclination on the part of the public to continue its interest in the sport of motorcycling and at this time and under these conditions an evidence of confidence on the part of the industry would inspire confidence on the part of the public. Financial, and its consequent business depression is a thing to be avoided at all hazards at a period when a spark may easily be turned into a conflagration.

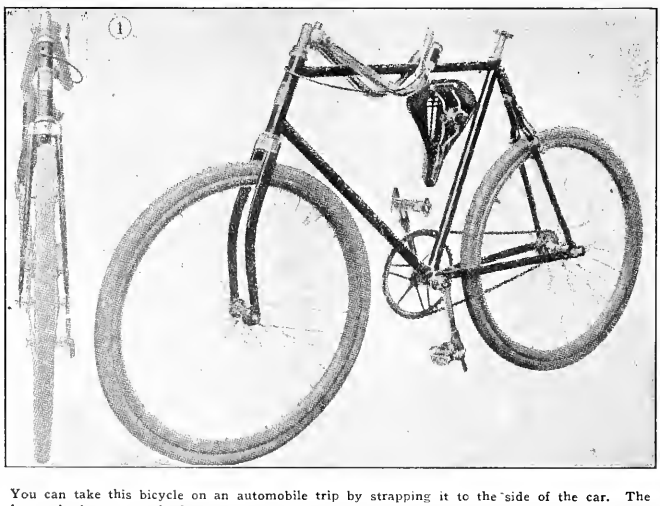
W. H. Wells, manager of the Indian branch in London, who now is in this country at the headquarters of the Hendee Mfg. Co., in Springfield, Mass., when asked for his opinion on the decision of the Union not to hold the annual show, was strong in his expression of disapproval. "As one of the charter members of the Traders' Union I am conversant with its affairs and I cannot help but think that it is a mistake not to hold the show," he said. "The public should have every evidence that the industry is on a firm basis and that practically every manufacturer, and especially those who are most prominent in the trade, is without fear as to business conditions and the purchasing power of the country.

"We have absolutely nothing to fear and the annual show would be the best evidence of that. I am sorry that this decision has been reached and I am sorry, too, that I could not have been at home at the time of the last meeting of the Union, when I could have had an opportunity to voice a protest against the step which I consider most unwise.

"So far as the Indian branch is concerned, it will not have any effect; that is, it will not have any effect in a detrimental sense. Our business is increasing by bounds every year and the proportion of business which we will do this coming year undoubtedly will be as great an increase over last year as that year's business was over the year before. The trade as a whole is bound to suffer, but the brunt of the depression will be borne by the home manufacturers.

"The Union has more than $100,000 in its treasury and if it had been necessary to spend some of that in conducting the show the end would certainly have justified the means. This will be the first November in a long, long time that there has not been a cycling exhibit in the Olympia."

Mr. Wells will be in this country until the Chicago show is over and a few days later he will sail for home and start at once on an active selling campaign on the other side.



You can take this bicycle on an automobile trip by strapping it to the side of the car. The front wheel reverses, the handlebars turn in, also the pedals; the saddle comes off readily, and the machine appears as shown

Coffman Appoints Congress Delegates

President Coffman of the F. A. M. has appointed a committee of four to represent the national organization at the Fourth American Road Congress, which will convene in Atlanta, Ga., on November 9th. President Coffman's appointments are: C. L. Elyea, Elyea-Austell Co., Atlanta; Gus Castle, manager Harley-Davidson Motor Co., Atlanta; Robert Stubbs, Indian agent, Birmingham, Ala., and Gray Sloop, Mooresville, S. C.

In speaking of the appointments Coffman said: "This recognition of the motorcycle rider is much appreciated and the gentlemen in question will, I am sure, represent the Federation in a becoming manner. The willingness of the motorcycle rider to cooperate with all movements which tend to better road conditions and the application of the Safety First principle is proof positive of good citizenship and as such is being recognized the country over."

At present the market for bicycles in Genoa, Italy, seems good, as there are several economic factors tending to discourage the use of light delivery autos. First, the expense of an automobile—even a light-weight one—is greater than the majority of the Genoese business shops and stores would care to undertake. Second, rapid deliveries are not particularly essential, except for newspapers, and shops in general in this district are not rushed to deliver goods purchased. Third, there is an abundant and cheap supply of labor to carry orders by hand or on pushcarts or bicycles, young boys or girls being used mostly therefor. Most of the shops, and similar business establishments in Genoa and elsewhere in this district, are comparatively small; in fact, the one or two small department stores in Genoa are not flourishing, owing to the fact that the Genoese prefer to purchase from the many small unpretentious shops found in the old and narrow streets.

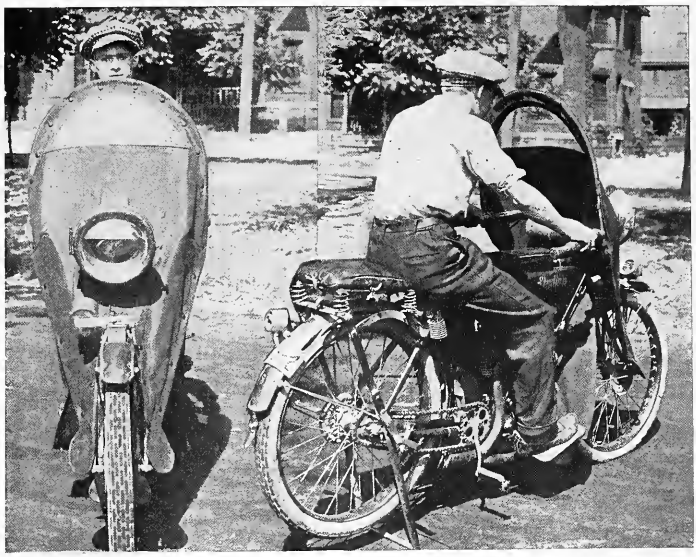
Here Comes the Motorcycle Windshield

One of the most telling arguments of those who endeavor to discredit the motorcycle as a pleasure vehicle, or as a commercial proposition, too, for that matter, is that with the power-driven two-wheeler it is absolutely impossible to ride for any considerable distance and alight from the saddle "spotless." But if the windshield and dustshield which has been evolved by a Wilmington, O., rider and which is pictured herewith, does all that it is intended to, or that its maker claims for it, the force of that argument will have been lost.

As is indicated in the photographs, the shield comprises a cloth cover supported on a vertical bow attaching to the handlebars of the machine, and a more than ordinarily wide dust and mud flap, also made of cloth, which is attached to the back of the front mudguard by means of clamped on brackets. The framework is made of light steel tubing and attaches to the ends of the rigid fork member and by means of split screw clamps to the sides of the handlebars at a point just forward of the grips. This tri-point support makes the frame extremely rigid. The cover, which is made of mohair, of about the same weight as is used for the tops of automobiles, attaches to this framework by means of coach trimmers' buttons, and reaches all the way down to the ends of the forks, where it terminates in a pair of small splashers. The framework and the cover it is claimed can be attached to the motorcycle inside of ten minutes. At the top of the cover a crescent-shaped window of celluloid is fitted.

The slope of the hood is such that at ordinary speeds on dustless pavements the rider can look over the top of the shield with all comfort, for the wind is deflected over his head. At high speeds or when dust is encountered, by slightly bowing his head the rider is fully protected, while owing to the large size of the window through the hood his vision is not impaired in the slightest.

The device weighs but nine pounds and is said to have no effect whatever upon the ease of steering and but a slight effect upon the speed of the vehicle. It should prove a boon to riders who use their machines continually from one season to the next regardless of weather.



FORE AND AFT VIEWS OF THE LATEST WIND AND DUST SHIELD

CROSS COUNTRY TOURIST REACHES MERKEL FACTORY

M. P. Fogh, who is a station operator in the power house at Cedar Falls, Wash., arrived in Middletown, Thursday, September 17th, on a 1914 7-horsepower chain drive Flying Merkel motorcycle, having left Seattle, Wash., July 25th. He is on his way to New York City.

Fogh has encountered during his trip some very interesting experiences. His ride from Seattle lay through Ellensburg, Wash., via the Snoqualamie Pass, 3,000 feet high, through the Cascade Mountains. After negotiating this he rode over the Chicago, Milwaukee and St. Paul railroad tracks for 42 miles to Pendleton, Ore., from which point he went to La Grande, Ore. Going through Idaho he cut out Boise City and went direct to Shoshone, thence to Salt Lake City, and on south to Provo across the Utah desert to Grand Junction, Col. From that point he made for Gunnison, across Monarch Pass, 11,400 feet in altitude, over the very backbone of the continent. On one stretch of this he encountered a 12 per cent grade 12 miles long. Arriving at Salida, he made for Canon City, Pueblo and Denver, from which point he started due east to Kansas City, Mo., through mud most of the way. En route to Kansas City he was laid up in Waverly, Mo., for four days on account of a cloud burst, which washed out the roads. From Kansas City he went to Boonesville, Mo., thence to Keokuk, Ia., through more mud. From Springfield, Ill., he struck out for Middletown via Indianapolis.

Fogh's trip has taken him so far through 11 states for a distance of 3,379 miles. He says his spring frame and spring fork Merkel was his salvation inasmuch as his occupation of stationary engineer is rather a sedentary one, which does not permit of any great opportunity for hardening one's self. He states that he has not been delayed one minute for any mechanical trouble of any kind. He will leave for New York next Tuesday.

Except for the delays due to impassable roads and other unforseen topographical difficulties, Mr. Fogh has maintained his schedule most admirably. He has not been out for a record, but has been taking his time and enjoying himself along the way.

Rides 5,000 Miles; Repairs, 16 Cents

One man who finds the motorcycle the most enjoyable vacation is P. H. Sheridan, of Youngstown, O. He recently finished a tour of 5,000 miles, lasting for two months. He rode a Harley-Davidson through Toledo, Cleveland, Buffalo, Rochester and other points. The only expense for repairs to the Harley-Davidson through the long trip was 16 cents for two small parts. Sheridan looks the picture of good health after his outing and claims motorcycling is the most inexpersive pastime.

Here is a prize winner who relies on neatness rather than display. Floyd Joerndt, who won the first prize in the bicycle parade at the picnic recently given by the Economy Center, business men of Cleveland, has achieved an effect of gracefulness by having his decorations all immaculately white. Note the effective arrangement of the white flowers on their artificial supports.

Hints That Help in Making Merchandise Move

Pugnacity Is Always Bad Business

"What's the matter with Oleo and Street?" inquired a distributer's salesman of a local city salesman in whom he had great confidence.

"Oh, they are all right. They sell quite a number of machines. They have a nice place. And they have three good non-competing lines," said the quiet retail salesman.

"I know all that," persisted the distributer's salesman. "What I want to know is why they don't make any money? Why they don't build up a bigger business than they have? Why don't you see more of the motorcycles they represent on the streets?"

"Do you really want to know? Well, then, I'll tell you. As a business institution they have two big faults. First, they don't always give their customers a square deal. Second, they cannot keep a good salesman. Every good salesman in town has worked for them some time. But nobody sticks. The members of the firm are too pugnacious. They want to mix in everything. And they have a knack of making the salesman sore and making the customer sore. That's their secret. And it is keeping them from making a big success."

If a business concern can keep its employes and build a real organization it has a mighty good chance for the present as well as the future. But if it cannot retain its salesmen for more than a few months "there is a nigger in the wood-pile" and he ought to be smoked out.

Self control that views with patience the mistakes of a salesman and that gives the customer a pleasant answer even when you know he is trying to "put one over" is worth cultivation.

Get a Good Mailing List

"Advertising literature is sales seed," says a dealer who knows.

"We don't expect the advertising we do to make sales for us, but we do know that it paves the way and it brings people in here and gives our salesmen a chance at them. Furthermore, it predisposes people in favor of our machines, so the salesmen do not have to go so deeply into detail and it keeps our name before them. That is why we use a mailing list, keep it up to date, and mail every piece of good advertising matter that comes to us from the factory to live prospects."

The minute you absorb that idea the advertising matter ceases to gather dust on the showroom table or underneath the stationery pile, and instead gets into the mails, on the way to the man it was written for.

The salesroom table may be a good place, but a much better place is the home of a possible customer. Plant the sales-seed—and plant it while it is fresh and has the germ of life still in it—if you would reap any benefit from it.

Get Out and Put It Over

You can't get business by staying in and wishing for it. You must get out and hustle.

"They don't move fast enough for me," said a big business man in speaking of his salesmen. And there is a lot in that. One must move fast these days in order to keep ahead. The fellow who waits and procrastinates is sure to find the other fellow has been there, and the order gone when he gets there.

Not only do employers love a man who has lots of "pep" and the do-it-quick spirit, but prospective customers like it, too. Men like to feel that the salesman is eager after their business. And the sight of such a man in action often creates sufficient enthusiasm so that he gets the order when a salesman of the slow-moving type would not get it at all—even with the same goods.

Stir up the "pep!" Get out your enthusiasm! Look it over and see if it is false and threadbare or genuine and closely woven all through. It must be the real goods to stand the strain of business nowadays. If you haven't got the right stuff or are the least bit doubtful get a fresh supply.

Creative Responsibility Necessary

Walter Dill Scott, who is, by the way, a practical psychologist, filling the chair of psychology at Northwestern University, Evanston, Ill., says the young man of today cannot succeed unless he has as a motive "creative responsibility."

Prof. Scott bases his statement upon the present methods of education, which he analyzes in detail. "Put responsibility upon the man the first day he starts," says Scott. "If he is any good he will shoulder it and if not he will show it."

To be successful with your employes you should study the motives that animate them. Naturally it follows that the salesman who understands and analyzes the motives that govern his customers will be best able to shape his selling talk along the line of least resistance.

Farmers' Prejudice Is Easily Overcome

Walker Suggests Selling Schemes for Dealers in Agricultural Districts

"The great majority of motorcycles sold in farming communities are bought by young men," says W. J. Walker, manager of the New England branch of the Harley-Davidson Motor Co. "The older people are more or less prejudiced against the machines because they regard the motor-driven two-wheelers as dangerous and difficult to operate, and it is only by actual demonstrating that these fears are groundless and that their good-will can be obtained.

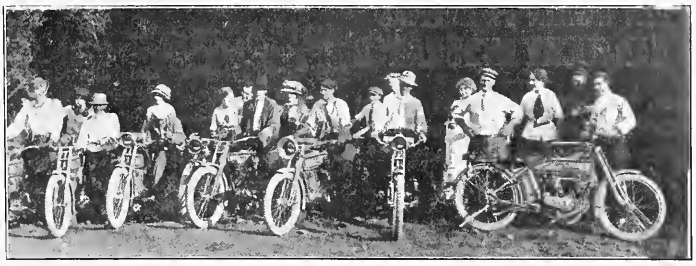
"I have found that the use of the sidecar for demonstrating in rural districts has been of great benefit in converting a prospect to a buyer, because then the older folks can be taken out for a spin and shown how easy it is to operate a motorcycle and what pleasures can be derived from the two-wheeler.

"One of the best arguments is that by allowing the boys to buy a motorcycle they can keep them more easily on the farm and are more satisfied with their work, as the motorcycle affords them a quick and easy way to run to town often and to participate more in the pleasures of life.

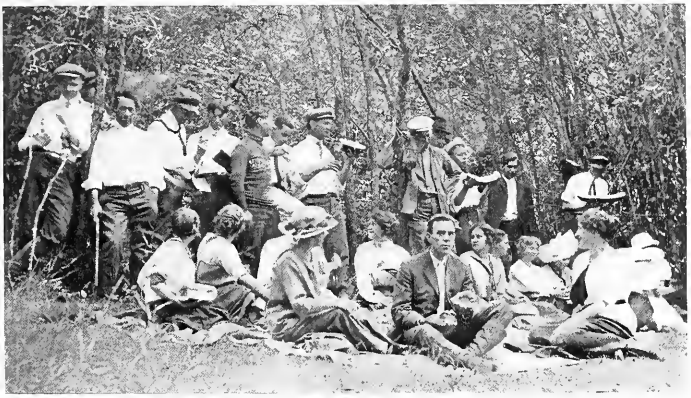
"It is also very simple to show a farmer that the motorcycle has innumerable uses on the farm. As an illustration, a well-known farmer near Salem, Mass., sent his team to town with a hired man with a load of produce, and while in the city one of the horses was taken sick with the colic. The hired man called the farmer on the telephone and he came to town on his motorcycle and administered remedies to the horse which saved its life.

Another advantage of the motorcycle over the horse is that it is cheaper to operate, as there is no expense to the motorcycle when it is not in use, whereas a horse always has to be fed and is continually an expense. Then, too, there are quite often breakdowns in some of the machinery on the farm, and there have been several cases where the motorcycle engine was harnessed to the machinery and effectively did the work until proper repairs could be made.

"The motorcycle has come to stay and it will not be many years before every modern farmer will have a motorcycle, just as he would have his other farming implements."



"PREPARE TO MOUNT" BEFORE THE RIDE TO THE HOPPER WATERMELON FEAST



IN THE WASATCH CANON WHERE THE WATERMELON IS MOST LUSCIOUS

Hopper Has the Right Business Idea

"Give the average person a Harley-Davidson motorcycle and a big feed and he is your friend for life," says Manager Norman C. Hopper of the House of Hopper, Salt Lake City. Acting upon his conviction he gave all the Harley-Davidson riders in the city a feast of watermelons in the beautiful Wasatch canon which leads out from one of the main streets. In all, 50 riders took advantage of the opportunity, and 40 melons were needed to satisfy them.

A shady spot in the canon was selected and although it was 90 in the shade the riders were within a few miles of perpetual snow, which could be reached by a Harley two-speed within half an hour. The House of Hopper intends to make the watermelon feast an annual affair.

Suffragists Routed by Motorcyclists

Suffragist versus cyclist! That's the latest in Omaha. At a recent street meeting, men and wome speakers urged votes for women, and some of the city's many motorcyclists rode by or stopped for a moment out of curiosity. The pop-pop of their machines annoyed the speakers, especially the weak-voiced women, so the police were called. A motorcycle officer responded in a hurry, and the speakers complained that the cyclists were deliberately trying to break up the meeting. No offenders could be pointed out, however, and the cop motored back to the booby-hatch with a smile on his face, instead of prisoners in his custody. The motorcyclists continued on their pleasure rides and the suffragists no longer could complain of suffering—at least not as the result of the motorcycles.

Wetzel Seeks Companion for Long Trip

R. H. Wetzel, of 3908 West 36th street, Cleveland, O., has just returned from a 1500-mile trip through New England. He expects to ride out to Los Angeles next year and would be glad to hear from anyone who contemplates the trip.

The war has not put a stop to all motorcycle events on the Continent. The Danish Grand Prix races recently came off very successfully. Of the 25 machines in their class 10 finished without penalties and 8 of these were Indians.

RAIN AGAIN PREVENTS KENTUCKY ENDURANCE

Rain, Mud and Slimy Roads Compel Calling Off of Attempt at End of Second Day—Professional Riders Take All But One Prize

An incessant downpour of rain for two days, mud six or seven inches deep on the roads which clogged the wheels and caked under the mudguards, put a stop to the second attempt of the Kentucky Motorcycle Touring Club to hold its first annual endurance run of 670 miles. A remnant of the ill-fated expedition, consisting of the professional Indian riders, made its way to Bowling Green, Ky., on the last lap of the run 30 minutes late, and after considerable juggling of telephone wires the officials decided to call it a run at Bowling Green and award prizes according to how everybody finished on the night of the second day's run.

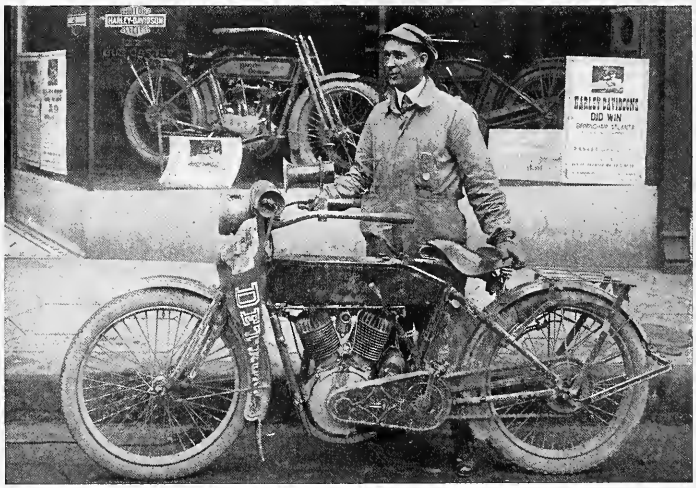
Seven men lined up before the starters at Louisville on the morning of September 22—E. G. Baker, W. J. Teubner, H. Pardon, the professionals who made up the Indian team; Frank Marshall, big chief of the local wigwam; P. J. Kline, the local Harley-Davidson dealer; J. R. Walker, of Lexington, and M. C. Becker, a local amateur, who carried off the amateur cup.

The boys got through the first day's run without mishap, checking in at Lebanon on time. At the start of the second day's run of 84 miles to Mammoth Cave, the boys ran into rain, which grew worse as they advanced. The roads were in such bad shape that only Baker, Teubner, Pardons and Marshall checked in on time. They decided to go the full half course in order to have it called a run, although the other riders decided to quit.

The 40 miles to Bowling Green proved to be about as much as human endurance could stand, because the rain continued without let up, and the roads fast became impassable. Baker and Marshall both had falls. At one point in the road Baker almost ran into a farmer driving a team of mules. The farmer reached for his gun, declaring that "he had already shot one feller off his machine for scaring his mules and he had a good notion to do him the same way." However, he let him depart and the farmer had barely got his wagon out of the ditch when along came Teubner and the same farce was enacted again. Teubner sat still and let the enraged driver swear himself out, because, as he said, he did not feel exactly bullet-proof at the time. The team reached Bowling Green about 30 minutes late and Marshall, who blew out his last tube, got in after dark when the rain was so heavy that the headlights only showed 10 or 15 feet.

The silver cup offered by the club for the factory team with the highest average score was awarded to the Indian aggregation, while the silver cup offered by the Hendee Co. for Class B professionals went to Frank Marshall, and the Frank Marshall cup was given to M. C. Becker, the only amateur to finish the second day's run.

Next year it is expected that a bigger run will come off, in which the club will put up cash prizes of $200 or more in addition to the cups. The plans for next year will be announced at the Chicago show.



G. A. ROSS, AN ECONOMICAL TOURIST WHO AVOIDS REPAIR BILLS

G. A. Ross, of Augusta, Ga., who recently made a trip from Augusta to Detroit and return over the Allegheny and Cumberland mountains with a repair cost of less than $1, claims that in many parts of Kentucky and Tennessee he traveled mountain paths that hardly were entitled to be called roads.

Hamilton M. Laing, of Oak Lake, Man., Can., an author and illustrator who specializes in photographing wild game, finds a motorcycle of great value in reaching his subjects in their native haunts. Laing finds the two-wheeler much more serviceable than a canoe in reaching out-of-the- way places.

GOULETT AGAIN TRIMS KRAMER TWO IN THREE

Speedy Australian Takes American Champion's Scalp in One-Mile Match in New Haven—Fogler Wins Both Scratch and Handicap Numbers

Alfred Goullet, the Australian, again defeated Frank Kramer, the American champion, in a match at the New Haven track, Friday night, 2nd inst. Kramer pleased his many admirers when he won the first heat, but the Australian battled his way home in front in the second and third. Joe Fogler, the Brooklynite, annexed both the open and handicap events which were open to the professionals.

The summary:

One-mile handicap, amateur—Won by W. Hanley, scratch; second, F. Jehan, 40 yards; third, F. Herbert, 20 yards. Time, 1:58⅗.

Three-mile lap race, amateur—Won by W. Hanley; second, T. Sullivan; third, F. Jehan. Time, 6:51.

One-mile handicap, professional—Won by J. Fogler, 15 yards; second, I. Lawson, 20 yards; third, G. Cameron, 50 yards. Time, 1:56⅗.

Five-mile open, professional—Won by J. Fogler; second, I. Lawson; third, P. Drobach. Time, 10:19.

One-mile match, F. Kramer vs. A. Goullet—Kramer won first heat, Goullet second and third. Times, 2:38, 2:39⅕ and 2:40.

SANBORN STILL HEADS C. R. C. A. COMPETITION

Baltimore Rider Retains Lead in National Century and Mileage Competition—Many Changes in Position of First 12 Since Last Report Was Made

The standing of the contestants in the National Century and Mileage Competition of the Century Road Club Association up to August 31st shows many changes in position among the first 12. Anderson, who was in 8th place in July, moved up to 4th, while Jensen climbed from 10th to 7th, and Segal from 7th to 5th. Probably the recent Labor Day run in which they took part will boost Jensen and Segal some more. Sanborn, however, is still camped at the top, while Steppello, who jumped into second place last month, has kept his position.

It is expected that the cooler weather during September will induce all the riders to swell their mileage totals. The standing on August 31st was as follows:

1—Fred M. Sanborn....Baltimore, Md.
2—George Steppello..Long Island City
3—Ralph W. Starr.....New York City
4—E. M. Anderson....Baltimore, Md.
5—Sylvain Segal.....New York City
6—Wm. A. Buggeln....New York City
7—Edwin Jensen.....Astoria, L. I.
8—Robert Post.....New York City
9—H. A. Whiteman....New York City
10—W. F. Plumb.....Kalamazoo, Mich.
11—A. R. Jacobson.....New York City
12—Wm. Winquist.....Brooklyn, N. Y.

Stricker Leads in Crescent Mileage

Reports from the Crescent Bicycling Club of Baltimore, Md., show that John Stricker maintains his lead, closely followed by Fred Sanborn, who recently took first place in the National Century Mileage competition. During August the members pedaled 4,285 miles and 12 centuries, which brings the total since the first of the year up to 26,230 miles, 70 centuries and one triple century.

The contestants stand in the following order: J. Stricker, F. M. Sanborn, E. Anderson, W. T. Wright, W. Sherman L. M. Sanborn, J. Shauck, A. Pridgeon, A. J. Baker, R. Leimbach, J. F. Huber, W. G. Huber, T. W. Baker, W. Leimbach and C. H. Thoms.

Peterson Entertains the Indians

When L. A. T. Peterson, keeper of the Indian wigwam in Waterbury, Conn., conceived the idea of giving his riders a corn roast he had no idea that he was giving himself some additional overhead for the next several years at least. The party was staged at Quassapoag Lake, near the Brass City, one day last week, and every one of the 35 present invited themselves to next year's function and all but set the date. Therefore it's up to Pete to make good. After the feast the floor was cleared and a Victrola manufactured the latest tango music for the merrymakers, who almost met the sun when they took the trail for home, tired but willing to do it again. The host is the first gentleman seated on the right.

BRAVES AND SQUAWS ENJOYING L. A. T. PETERSON'S HOSPITALITY

Indian Club Enjoys Indian Summer

Motorcycle touring is now at its finest in southern Ohio and Kentucky, and members of the Indian Motorcycle Club, of Cincinnati, O., are making the most of the time by participating in club runs every clear Sunday.

TWELVE TEAMS NAMED FOR BOSTON'S GRIND

First of the Season's Six-Day Races Will Start in Boston November 2nd—Many Old-Timers and Some New Ones Seen in Team Make-up.

Unless some last-minute changes are made in the personnel of the teams, the following combinations will line up for the start of the Boston six-day race, which will get under way November 2:

Reggie McNamara, Australia, and Jimmy Moran, Chelsea.

Percy Lawrence, San Francisco, and Jake Magin, Newark.

Norman Anderson, Denmark, and Worth Mitten, Davenport.

Alfred Goullet, Rustralia, and Fred Hill, Boston.

Patsy Logan, South Boston, and Alvin Loftes, Providence.

Martin Ryan, Newark, and Lloyd Thomas, San Francisco.

Rudolph Ruddi-Russe, Austria, and Vincenzo Madonna, Italy.

Oscar Egg, Switzerland, and Bobby Walthour, Atlanta.

Clarence Carmen, Jamaica, L. I., and George Wiley, Syracuse.

Joe Kopsky, New York, and Norman Hansen, Denmark.

Peter Drobach, South Boston, and Iver Lawson, Salt Lake City.

George Cameron, New York, and Charles Piercey, Australia.

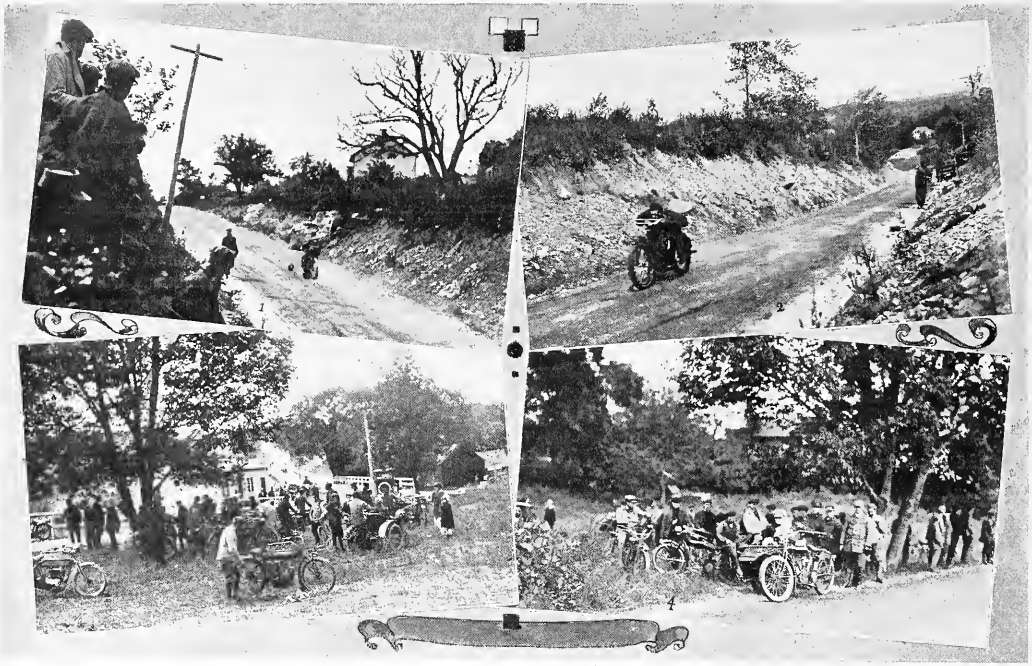
Cochran Wins St. Louis Handicap

A. R. Cochran, with a 7-minute handicap, won the annual handicap road race of the St. Louis Cycling Club, Sunday, the 27th inst., from a good field, his time being 41:12⅘.

W. C. Martin was given a 12-minute handicap and surprised the crowd by finishing second. Martin's leg was broken in the Coliseum accident two years ago and he had to ride with one foot.

J. B. Freeman, the star rider of the club, won the time prize, covering the 14 miles in 37:48, with W. L. Schneider second, his time being 38:58. There was a west wind to ride against and the road was heavily oiled in places, making the time slower than in previous years.

There were 21 entries and 15 finished in the order named: A. R. Cochran, W. C. Martin, W. L. Schneider, Martin Hohner, L. G. Brod, C. B. Smith, Sylvanus Gaskill, F. J. Pollnow, Geo. Martin, J. B. Freeman, M. C. Lauenstein, Robert Tidd, A. J. Schreiner, A. C. Thompson and J. Roman.



(1) A. B. CARLSON, INDIAN, MAKING FASTEST TIME IN ASCENT OF DOLLY COVE HILL. (2) J. C. GARAND WINNING IN THE CLASS FOR SINGLES. (3) "TUNING UP" BEFORE THE ATTEMPTS (4) THE "GALLERY" ON THE HILL SIDE

Carlson Wins Providence Club's Feature

Rides Indian Twin Up Dolly Cove Hill in 15 2-5 Seconds — Garand Wins Race for Single Cylinder Machines

If there previously had been any doubt in the minds of the good people of Hopkins Mills, of the hill-climbing ability of motorcycles, it was entirely rounted on the afternoon of September 27 by the demonstrations on Dolly Cove hill, where the Providence Motorcycle Club staged its annual conquest of the laws of gravity. It was one of the big days of the year for this little hamlet, which nestles in the hills, 16 miles from Providence, on the Hartford Pike.

Evidences of keen preparation on the part of the competitors was shown by the closeness of the times, and there were no runaways with the top prizes. Naturally the Big Twin class was the star number and drew 11 starters, of whom Albert Carlson, on an Indian, was the speediest, eating the ⅝-mile incline against a 7 perecent grade in 15⅖ seconds. J. C. Garand was a good second, the timers clocking him in 0:16⅕, while C. A. Anderson went up in 0:16⅗.

The only dead heat occurred in the Big Twin class, A. J. La Couture and F. Shogren both getting the finish flag in 0:21⅖. On a run-off, the former clipped ⅕ of a second from his old time, while Shogren could not improve his first performance.

Garand fared better in the single cylinder event, his time of 0:19⅖ being the fastest in this class, with Sam Litterio second. Indians also were the mounts of these riders.

There was no lack of prizes, the trade responding very liberally to the canvassing of Secretary J. G. Edwards of the club. The donations were from the following: Corbin Screw Corporation, B. A. Swenson, Fisk Rubber Co., U. S. Tire Co., Champion Ignition Co., New Departure Mfg. Co., Persons Mfg. Co., Majestic Mfg. Co., Standard Welding Co., Veeder Mfg. Co., L. F. Benton Co., Hagerstown Legging Co., Diamond Rubber Co., Van Cleef Bros., Coming Mfg. Co., Rajah Spark Plug Co.

Summary:

7 H. P. class—A. B. Carlson, 0:15⅖; J. C. Garand, 0:16⅕; C. A. Anderson, 0:16⅖; C. Hadfield, 0:17⅖; A. B. Howe, 0:18; G. A. Schultz, 0:20⅗; A. J. La Couture, 0:21⅕; F. Shogren, 0:21⅖; D. W. Gravell, 0:22⅕; Geo. Lane, 0:18⅖; Wm. Mackey, Jr., 0:23⅖. All rode Indians.

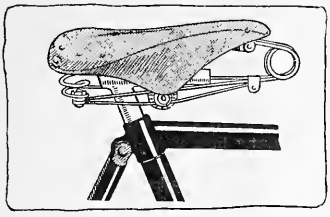
4 H. P. class—J. C. Garand, 0:19⅖; Sam Litterio, 0:22⅗; A. Houle, 0:23⅖; P. Fratone, 0:32⅖.

Utter confidence on the part of riders is shown in a recent ride made by a Pope motorcyclist of Campello, Mass., who covered the distance of 800 miles between Campello and Philadelphia, Pa., and return in 30 hours riding time, doing this without intermission for sleep.

Aside from the remarkable quick time made by him stands out strongly the fact that he had no mechanical trouble of any kind. "The Modern Mercury," the motorcycle, surely is the means for making long distances seem short and uniting points that are widely separated.

American Consul Discusses Trade in Ireland

"The south of Ireland is an excellent market for bicycles and motorcycles; but American machines are scarcely sold at all, and are unfavorably regarded," writes Consul Wesley Frost from Cork. "It is estimated that the city of Cork alone has not far from 20,000 bicycles in active service, while the number of motorcycles in County Cork is variously stated at from 400 to 700—the lower figure probably being correct. The value of bicycles imported into Ireland in 1912 was officially computed at $625,000, and the value of motorcycles at $265,000 in round numbers. The roads are of good quality, gauged by American standards, although in Winter potholes are troublesome, and the gradients are almost universally

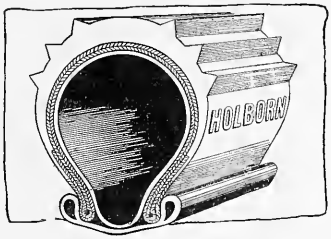


ENGLISH SPRING SADDLE

moderate. The mild Winters render the use of bicycles possible from early Spring to late Autumn.

"So far as could be learned, no bicycle of other than English make is regularly offered for sale here, many standard brands being manufactured at Coventry. Popular makes are the Tramp, B. S. A., Rudge-Whitworth, Centaur, Raleigh, New Hudson and Triumph. Retail prices range from $25 to $60, the medium grade costing about $40. Prices from manufacturers to dealers are 15 to 25 per cent lower.

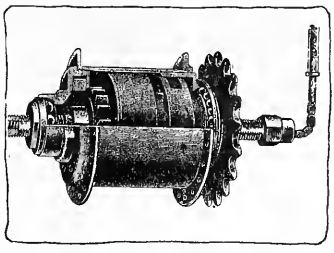
"No American bicycles have been taken here for at least 10 years, the conclusion having been reached many years ago that American machines are not so strong and durable as those of British manufacture. On examining an English bicycle it is evident at a glance that the evolution of the bicycle in the United Kingdom has taken quite different lines from that in the United States. The rims are of steel, and the tires are wired on, without what is known here as the beaded edge said to characterize American wheels. The tires are invariably double-tubed; the single-tube tires used on the American bicycles formerly tried here contributed to the prejudice which was developed against them. Instead of coaster brake the English machine has wheel brakes for both front and rear wheels, operating against the rims instead of the tires. The saddles are larger than those in the United States and are



TIRE OF BRITISH ROADSTER

never padded, the cushion being provided by springs. Both front and rear wheels have mudguards, usually extension guards. Oil-bath gearings are provided, and the chain and sprockets are inclosed in substantial gear cases. The rear hub has a three-speed mechanism, adapting the bicycle for hill climbing, street use, or touring. Altogether the English bicycle presents to the American eye a somewhat cumbersome and oversubstantial appearance, yet it is undeniably fitted with certain comforts and accessories which American machines do not possess. The weight of a man's bicycle with fittings is 40 pounds.

"It would seem that in order to enter this market American manufacturers would be forced materially to alter their models, abandoning the drop frame, the wooden rim, and many of the characteristic features to which the home customer is accustomed. On the other hand, the very fact that so many years have intervened since American models were given any serious consideration here might indicate a possibility that as novelties or to meet the taste of certain classes of the younger bicyclists American wheels

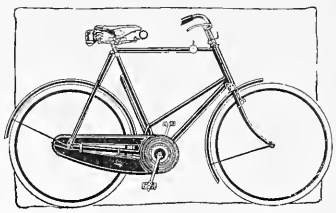


STURMEY-ARCHER 3-SPEED HUB

could be disposed of in considerable quantities for a few months. The quality of durability should be carefully attended to in connection with any trial consignments made.

"It may be mentioned that the usual price of first-grade tires is $3.90 each, or $7.80 a set, although cheaper qualities may be had as low as one-half that figure. The outer tubes sell at $2.45 and the inner tubes at $1.20. The pedals are rubber covered, the American trap pedal being thought to wear out the shoes of the rider. The air-cushion frame under the saddle is not seen, apparently owing to the impression that it renders the machine less stable and durable.

"Only one make of American motorcycle is handled here, and all dealers



FULLY EQUIPPED ROADSTER

except the one carrying it unite in the disparagement of its wearing qualities. The English brands are the Matchless, Bradbury, Premier, B. S. A., Rudge, Tramp, and others. Nearly all have devices for two-speed or three-speed gearing. The horsepower runs as low as 2¾, and the great majority of machines have but 3½ or 4 horsepower. The American machines are considered unnecessarily powerful. A few English motorcycles run as high as 6 horsepower, but this is usually when they are designed for use with sidecars. Many sidecar cycles run on 3 horsepower, so low are the local gradients and so moderate the rate of traveling in motorcycle cars. The tendency at present is toward lighter and lower powered cycles, one light machine with a two-stroke motor having recently taken the local motorcycle enthusiasts by storm. Sidecars are, of course, much more prevalent than in the United States. The cost of good gasolene (petrol) is 44 cents per gallon, although a lower grade at 36 cents finds some little sale. The imperial gallon is about one-fifth larger than the American gallon. The gasolene is all of American origin, the dealers believe."

Road Congress to Meet in Atlanta

To eliminate the millions of waste on good roads is one of the chief objects of the Fourth American Road Congress, which will be held in Atlanta, Ga., during the week of November 9. At the present time there are more than 100,000 petty officials having authority in road matters throughout the United States, and of the $200,000,000 expended annually, at least $50,000,000 is wasted, according to expert estimates. To eliminate this a session devoted to the discussion of the merit system in the management of public expenditures on roads will be held by the National Civic Service Reform League, and ways and means will be sought to bring about an efficiency or merit system in lieu of the present loose political organization which often exists. I. S. Pennybacker, executive secretary of the road congress, states that indications are that the Atlanta congress will attract the largest gathering of delegates and visitors ever assembled at a non-political public welfare meeting in America.

An accurate compilation of every existing road law in each of the 48 states is nearing completion and will form the basis for analysis and proposed revision at an exceedingly important session of the congress to be directed by special committees of the American Bar Association and the American Highway Association. It is expected that this session will result in a comprehensive plan of simplified and efficient road legislation, which may be presented through the governors of the states to each state legislature, at the next session. As in previous years the government exhibit will be a feature and will include a series of models showing every type of road construction from the military roads of Imperial Rome down to the modern types of market road and city boulevard. This year the exhibit will include a dynamometer equipment, by means of which the exact pull required on every type of road surface can be shown with mathematical accuracy.

In speaking of the general situation of good roads work, Charles P. Light, business manager of the exposition says: "The expenditure last year for road construction and maintenance throughout the United States was well over $205,000,000, and will soon pass the quarter billion mark. In view of this great annual outlay it is almost essential that road officials, contractors and manufacturers get in touch with one another at least once a year under conditions such as are afforded by the American road congress, which is participated in by more than 40 great national and local organizations.

Road Maintenance Proves a Problem

There is no phase of the road problem more important than that of maintenance. The general impression that there are certain types of roads that are permanent is erroneous. No permanent road has ever been constructed or ever will be, according to road specialists of the United States Department of Agriculture. The only parts of a road that may be considered permanent are the grading, culverts and bridges.

Roads constructed by the most skillful highway engineers, unless they are properly maintained, will soon be destroyed by the traffic, frost, rain and wind. But the life of these roads may be prolonged by systematic maintenance. A poor road, with proper maintenance, may become better in time than a good road without it, especially when the maintenance is systematic.

Candle as Emergency Equipment

While emergency electric lamps are good things, and oil lamps have their uses, on occasion, even on modern machines, there are a few drivers who keep, tucked away in a tight box in a corner of the tool-box, a candle and a supply of matches as a last resort. Such things rarely are needed, but when the necessity for them arises it is likely to be a real man's size necessity.

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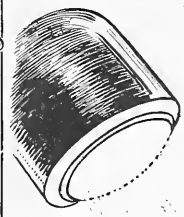
The Searchlight will be on the Reading Saddles



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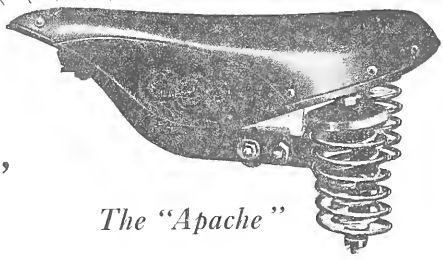

The "Apache"

THE READING SADDLE AND MFG. CO.
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TO EVERY DEALER AND RIDER, TO VISIT OUR LARGE EXHIBIT OF MOTORCYCLE AND BICYCLE SADDLES AND TOOL-BAGS AT THE CHICAGO SHOW, OCTOBER 12th TO 17th, 1914

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BUILT TO FIT ANY MAKE OF MOTORCYCLE GUARANTEES COMFORT ON ROUGH ROADS

We have been makers of saddles for twenty-two consecutive years. In these years we have always studied the rider's saddle requirements. So today we offer a line of saddles which will meet the demands of the rider under all known riding conditions.

Riders: Specify a Reading Saddle if you Want Real Comfort

A perfect Saddle A comfortable Saddle A reliable Saddle A quality Saddle A fine-appearing Saddle Fits any make motorcycle	*Why* it is Profitable to Dealers to **Specify** Reading Saddles	Embodies all Saddle riding features The riders demand it Extensive dealer advertising Universal riding advertising Magazine advertising A profitable Saddle to sell

See our new Padded Motorcycle Saddle on display at the Show. Something entirely new

The Best at the Right Price

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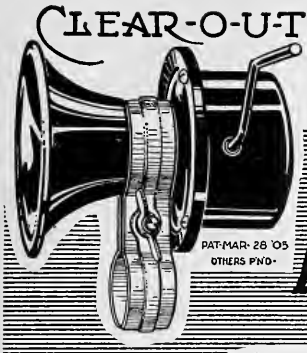

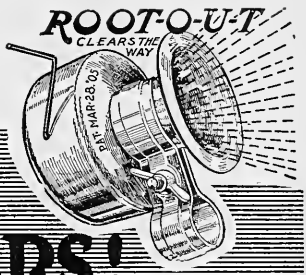

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produce a loud, penetrating tone at a mere fraction of the price that has been asked for the extensively advertised electric and mechanical diaphragm horns.

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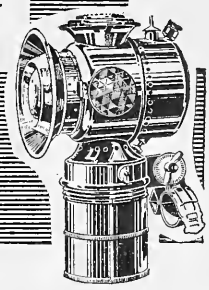

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are coming in smoothly in spite of the war in Europe, in fact the war has increased our possibility of supply. To protect our users against all eventualities we are accumulating a very large stock in New York, therefore it will pay you to continue to buy the RELIABLE CHAIN.

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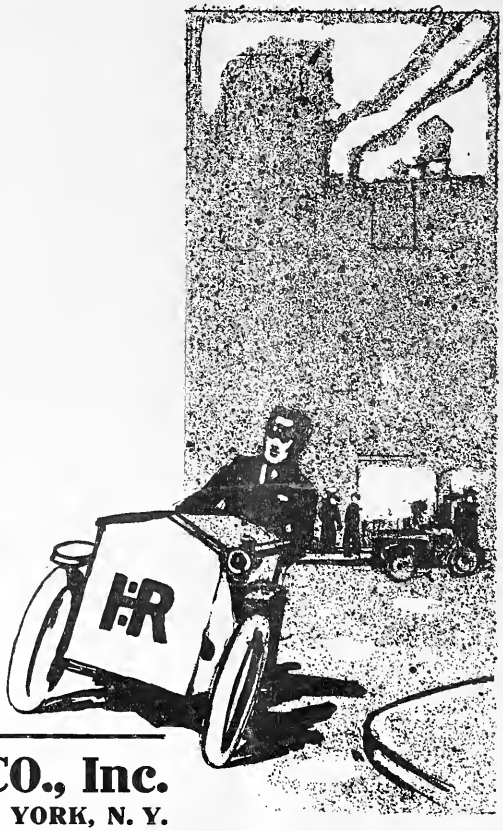

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stands for quality first—and READING riders know that every feature of design, every reinforcement and truss, every detail of selection of steels and distribution of stresses has been tried and proven. In buying a READING you are getting a thoroughly safe wheel which will negotiate every road condition you can possibly encounter.

Style, finish, distinction mark READING STANDARD BICYCLES—as they always have in the history of our Company.

By the same token, READING STANDARD distributors are usually men of affairs and you can get down to cases with them about the substantial value in the READING wheel. Going over the points of a READING Roadster or a READING Racer and trying them out yourself on road or track is time well spent.

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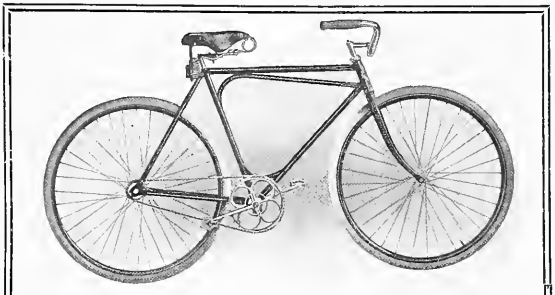

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Reading Standard Roadster, $30
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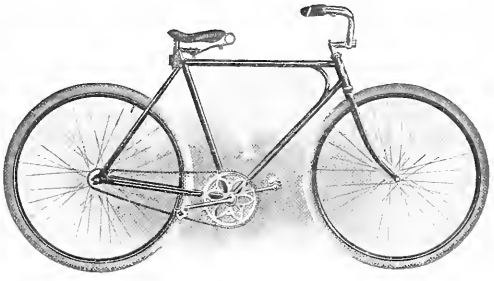
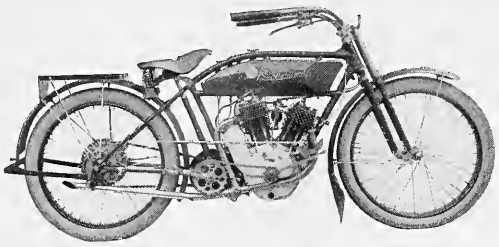


Reading Standard Special Roadster, $25



THE 1915 R-S

The 1915 R-S

NEVER in the history of Motorcycling has the R-S, which has earned the reputation of being "The Finest Motorcycle in the World," been offered at such favorable prices. Heretofore, only those who were able to afford the best could purchase an R-S. Former R-S Quality has been maintained throughout, but on account of improved manufacturing facilities, our greatly increased output, together with the vigorous selling campaign which is being inaugurated, we are in position to offer the motorcyclist a machine superior to any other at a price within his means.

The celebrated countershaft transmission with Eclipse clutch on the counter shaft is known throughout the world for its reliability, and in addition adds grace and beauty to the machine. For those who desire a two-speed, the Eclipse rear hub will be furnished.

Dealers should see our line at the Chicago Show, compare our machines and prices with all others. Now is your chance to sell the highest grade machine at most popular prices. There is some splendid territory to be awarded and those who act quickly will come into possession of a big volume of business. Bosch magnetos used exclusively.

R-S PRICES

Model R15—5 H. P. Single	$185.00
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A fully equipped machine will also be shown at the Chicago Show.

R-S Quick Delivery Van

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The Car That Solves the Question of Light Delivery

THE field of prospects for the R-S Delivery Van is so large that dealers are realizing the great possibilities of its future. In cities and towns, big or small, every Merchant has been trying to deliver packages more satisfactorily to his customers and with less expense to himself. In this he has failed, but since our announcement of the Delivery Van, with a carrying capacity of 300 to 350 pounds, commercial men have congratulated us on our producing a car that would meet their requirements, and have flooded us with inquiries.

The R-S Delivery Van is perfect in design and built to stand the strains at a low cost of upkeep. The big 10 H. P. motor with two-speed transmission insures ample power to take the machine over hill or dale.

We have a good proposition to offer to live dealers. No difference what motorcycle you handle, you should secure territorial rights for the R-S Delivery Van and add another asset to your already flourishing business.

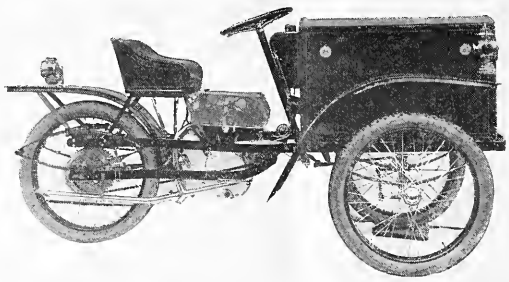
Price $375.00

Fully Equipped with Speedometer Headlights, Tail Light and Horn.

Write for Catalog

READING STANDARD COMPANY

310 Water St., READING, PA.



R-S QUICK DELIVERY VAN

BETHLEHEM
FIVE POINT
SPARK PLUG

A PERFECT MOTORCYCLE PLUG

"Guaranteed for the Life of the Motor"

THE
FIVE POINT PLUG
FOR MOTORCYCLES

We want *you* to test the

BETHLEHEM

and any dealer who will write us, mentioning his jobber's name, will be supplied with a Mica Core Bethlehem Plug ***FREE.***

When you ***Prove*** Bethlehems—you'll recommend them.

Write today—stating size—Motorcycle Dept.

THE SILVEX CO.

172 Madison Ave., New York

See the Bethlehem Five Point Spark Plug Exhibit at the Show

AFTER THE WAR IS OVER
PREPARE FOR THE NEXT CAMPAIGN

THE SECRET OF SUCCESS IS

SERVICE

If the Service You Received Last Season Was Not Satisfactory

Fortify Your Business With

CHICYCO SERVICE

and Make Sure of Success Next Season

Send Us Your Orders and

GET WHAT YOU WANT WHEN YOU WANT IT

LET'S GET ACQUAINTED!

CHICAGO CYCLE SUPPLY COMPANY

Largest Exclusive Distributors in
THE UNITED STATES
OF BICYCLE AND MOTORCYCLE SUPPLIES

22 and 24 WEST LAKE STREET CHICAGO

LIVE NOTES for LIVE DEALERS

Brooklyn—Won by Goullet; second, Clark; Fogler [illegible]ish. Time, 19:45⅘.

Grenda Def[illegible]

Clarence [illegible] and Alfred [illegible] Australians [illegible] indoor tra[illegible] Jackie G[illegible] Brookly[illegible] match [illegible] 2:39 an[illegible] pursui[illegible] Goulle[illegible] was [illegible] and straig[illegible] 4:16⅘.

Carn[illegible] Elmer [illegible] while [illegible] champ[illegible] Menus B[illegible] final, [illegible] miles [illegible] fou[illegible] tr[illegible] puncture.

The race was s[illegible] given to Carmer[illegible] miles was 6:28⅘.

Tim Sullivan, [illegible] three-quarter-mile [illegible] Moresca and H. [illegible] two-mile lap race to [illegible] won by F. Jehan ov[illegible] G. Moresca. The t[illegible] local riders comp[illegible] races.

Ohrt Qualifies for C[illegible]

Hans Ohrt [illegible] th[illegible] owing [illegible] the 5-mile rac[illegible] up [illegible] on Sunday [illegible] San Francisco [illegible] April 26th.

Ohrt covered the distance easily in 14 minutes and 30 seconds and was followed home by Marcel Burger, George Drury, [illegible] P. Rhode[illegible] and Al [illegible] order na[illegible]

The rac[illegible] outs for [illegible] to compete in the J. H. Burton team race which is to be held on the Alameda course in connection with the annual meet of the California Associated Cy[illegible] Clubs at that [illegible]ity, which [illegible]

Astric[illegible] an Indian Famous Prof[illegible]

Ch[illegible]ter Than[illegible]

[illegible]en.

[illegible]cy [illegible]on by Nix, [illegible] Page, 0:51[illegible] [illegible]drews, [illegible]dian 0:52⅘; thir[illegible]

Yale Tandem Climbs Log Town[illegible]

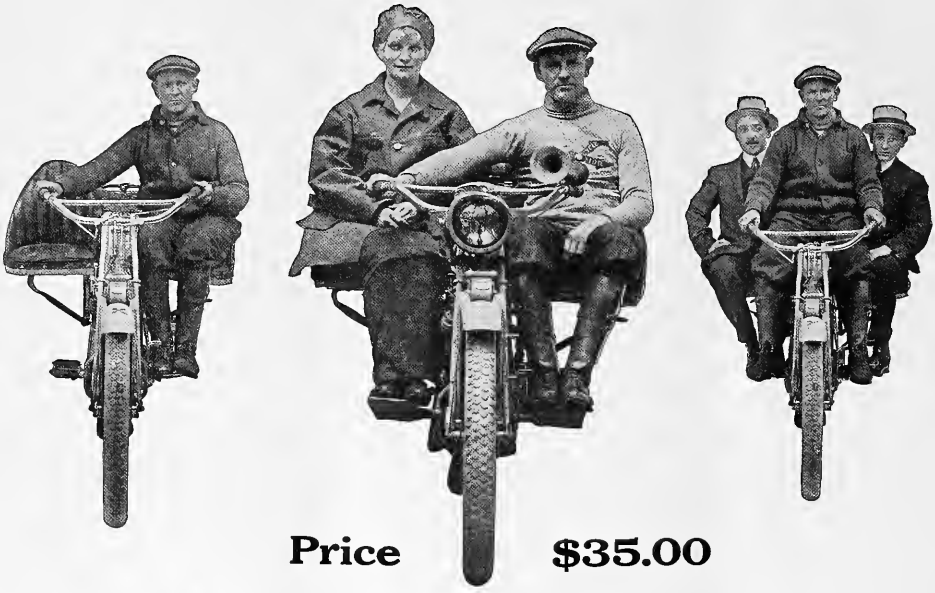
M. E. Hale and Cris Rouse, tw[illegible] torcyclists of Fort Smith, Ark., na[illegible] tinguished themselves by being th[illegible] to [illegible] Town Hill a[illegible] cle tandem. [illegible]rs went to t[illegible] [illegible]y o[illegible] climbing abi[illegible] grade is noto[illegible] difficult. In fact, only three o[illegible] machines have succeeded in climbi[illegible] hill this season.

Most of the riders had little more success than on previous attempts Fi[illegible] [illegible]eed twin[illegible] [illegible]ia[illegible] r[illegible]ges [illegible]ed[illegible] [illegible] [illegible] [

Every Once In a While

There looms up in every field a something that not only arouses considerable interest but simply captivates the attention to such an extent as to overshadow those things round about it. Some invention, some new device has struck the popular need and immediately all eyes are turned upon it.

It Answers a Long-Felt Want



Price $35.00

The Miller Triplex Side Seat

is a boon to the motorcycle world. It lifts the motorcycle from the depths of prejudice and selfishness to a place not far removed from the automobile. Not only does this Side Seat convert your motorcycle into a one, two, three or four passenger machine but into a machine that will carry your passengers as they ought to be carried—as they want to be carried—

Side By Side

DEALERS: Are you in a position to give your customers what they want? Have you listed the TRIPLEX in your 1915 line? Send for the TRIPLEX letter.

SEE IT AT THE SHOW

RIDERS: Are you getting all the pleasure you should out of your motorcycle? Are you sharing it with your friends? Ask your Dealer for a demonstration.

SEND FOR OUR BOOKLET

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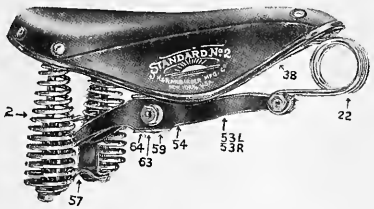
Our BARGAIN BULLETIN is just off the press and contains some rare values from our Pre-Inventory Sale. Your letter-head or card will bring you a copy.

1915 Mesinger Bicycle Saddles

In Correct Mechanical Construction of

"CENTER COMPRESSION ON SPRINGS"

(No side attachment) will give full satisfaction. We made this change under big expense but are well satisfied with the result.



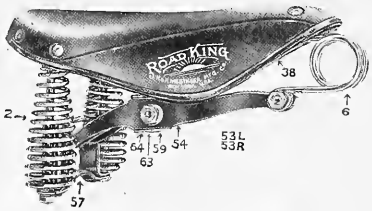
STANDARD NO. 2
Size 11⅜ x 9½ inch wide

These new saddles have two important new features which are necessary to insure comfort and efficiency.

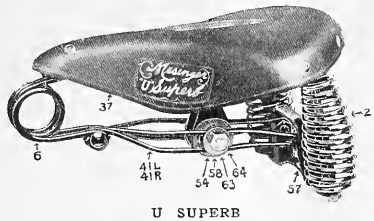
First: Center Compression, saves the spring.

Second: No Side Sway, which steadies riding.

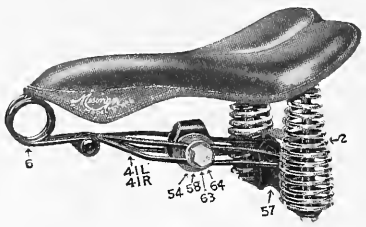
A complete line of Suspension and Padded Saddles for Bicycles and Motorcycles can be sent to every manufacturing jobber on application.



ROAD KING
Size 11½ x 8½ inch wide



U SUPERB
Size 10½ x 8 inch wide



MODEL F. NO. 6
Size 11 x 7¾ inch wide

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(SPACE 81½)

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We Originate

Drop-Side Guards afford the rider real protection

Patent applied for

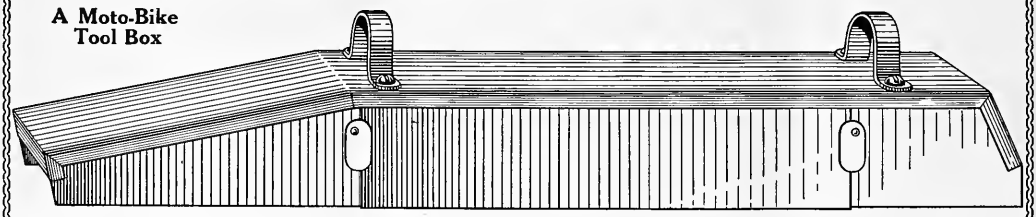
Others try to follow

Drop-Side Guards add to the selling value of the wheel

Moto-Bike Drop-Side Mud Guards

Are another addition to our extensive line. Specially designed and built to meet the demands of motorcyclists and bicyclists for a satisfactory mud guard.

A Moto-Bike Tool Box



Moto-Bike Tool Boxes and other new items may be seen at the Show. Send for new catalog showing our complete line.

The International Stamping Co.

1852-4-6 and 8 Austin Avenue Chicago, Ill.

"PERSONS' SADDLES

A Little BETTER Than the Kind You Thought was Best"

THE dealer's customers who are far seeing and put Comfort, Quality and style above price say—PERSONS—for saddle equipment—both Motorcycle and Bicycle.

Persons' 1914 Service has made it possible for us to double our output.

The permanency of a dealer's business hinges on his ability to decide in favor of the BEST as against the ordinary.

Immediate and lasting benefits of your customers make it imperative that your saddles bear the imprint PERSONS.

No other so distinctively puts the dealers' and riders' interests above price as the PERSONS.

All distributors handle the PERSONS' 1915 line.

Insist on PERSONS' Motorcycle and Bicycle Saddles.

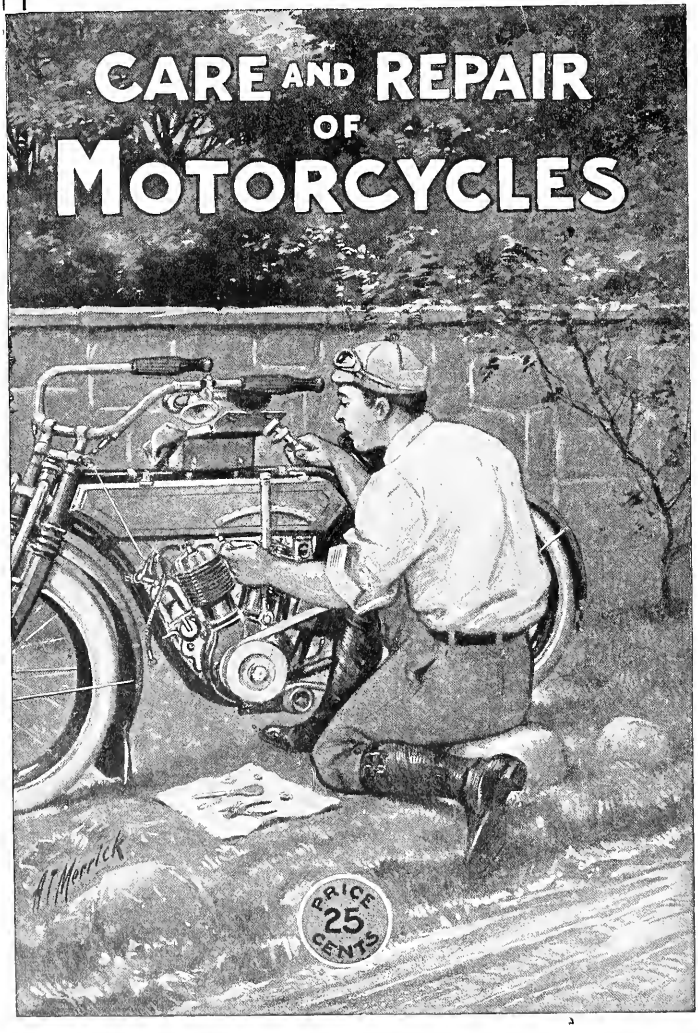
Write for the Booklet,
"THE BEST BUY." It tells you why

PERSONS' SADDLES, Worcester, Mass.

Spend a quarter for this book— save many dollars in repair bills

It is the motorcyclist's best friend because it is always on the job to help in time of trouble and you need not be a mechanical engineer to understand it.

It is brim full of practical advice and suggestions relating to every type of motorcycle.



The present edition includes free engine clutches, two-speed gears, mechanical lubricators and magnetos, together with special matter on motors, valves, carbureters, fuel and important general subjects, all plentifully illustrated

Dealers and jobbers in all parts of the country are selling "Care and Repair of Motorcycles" to both new riders and veterans as the best aid in correcting and avoiding motorcycle troubles.

Ask your dealer about it, or send a quarter to us for a copy to be sent you postage prepaid.

Special rates to Jobbers and Dealers in quantity orders.

Bicycling World Co.
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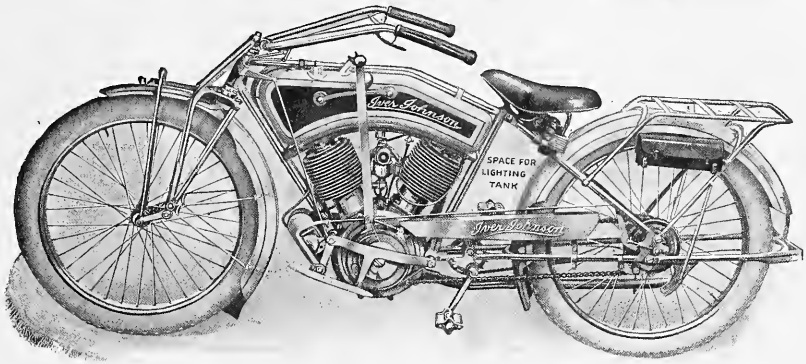

An Iver Johnson Tip

CONFIDENTIAL TO DEALERS

Are you looking for permanent results?
Can you sell a machine that is superior to all others?
Do you want the local benefit of Iver Johnson prestige?

Can you utilize a "square deal"?
No rider agents—no violation of territory.
It will pay you to get our new 1915 catalogue and agency offer. Let us tell you about the new models—the new features—the new prices.

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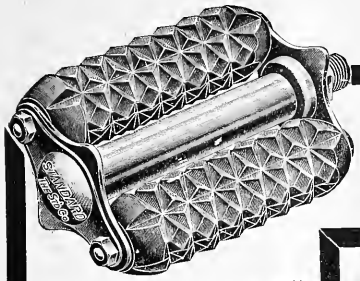

No. 3 MOTOR CYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products for the cycle trade include: Emergency axles, Sager Motorcycle Toe Clips, Diamond E Spokes, Bridgeport and Standard Pedals, Sager and Standard Toe Clips.

Standard No. 3 Motorcycle Pedals are made with big, soft, easy rubber cushions generously proportioned, that minimize the jars and bumps. The deep corrugations insure positive grip that makes the foot stay on. *You know what that means.*

THE STANDARD COMPANY
TORRINGTON, CONN.

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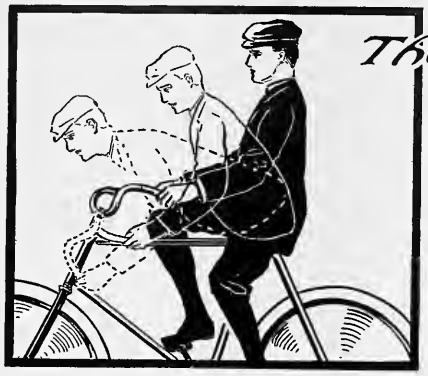
SPACE 38 CHICAGO SHOW

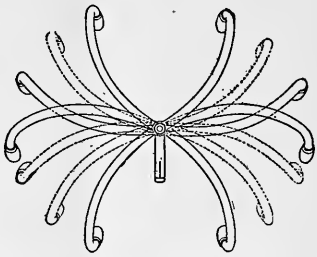
where we will have a complete exhibition of the many styles of



The KELLY ADJUSTABLE BAR

Standard of the World

Both Divided and Reversible



No. 8

Ask for booklet and prices if you can't attend the show

KELLY HANDLE BAR DEPT.

American Stove Co.

Cleveland, Ohio, U. S. A.

SEE IT AT THE

CHICAGO SHOW

OCTOBER 12 to 17

Worm Gear-Shaft-Drive "Limited"

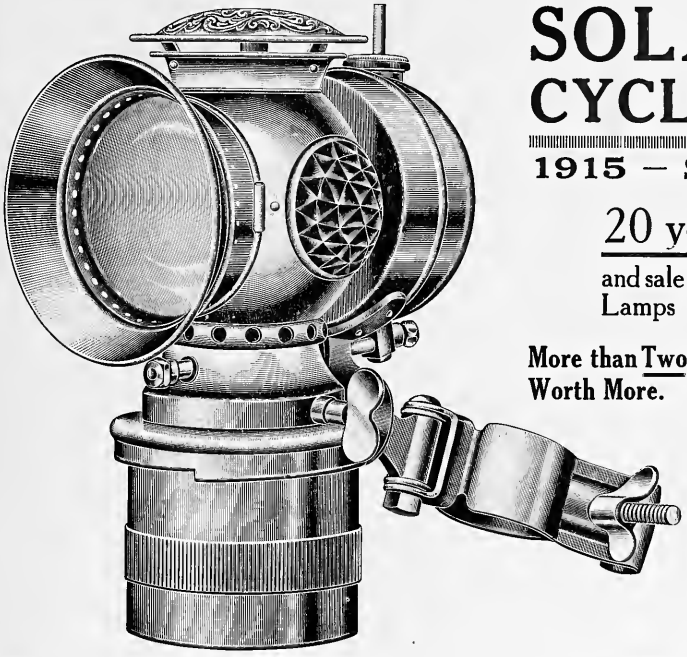
with Two-Speed and Multiple Disc Clutch running in oil

This mechanical advancement in motorcycle construction will be one of the best propositions for dealers in 1915.

It's Brimful of New Ideas Early Deliveries

FEILBACH MOTOR COMPANY

Milwaukee, Wisconsin



SOLAR GAS CYCLE LAMPS

1915 — SEASON — 1915

20 years of successful manufacture and sale of these world-famous Lamps prove their merit.

More than Two Million Sold. Price $3 Each Worth More. Cut shows New Model "S"

New Goods. Prices and Terms See Exhibit Chicago Show

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KENOSHA AND NEW YORK

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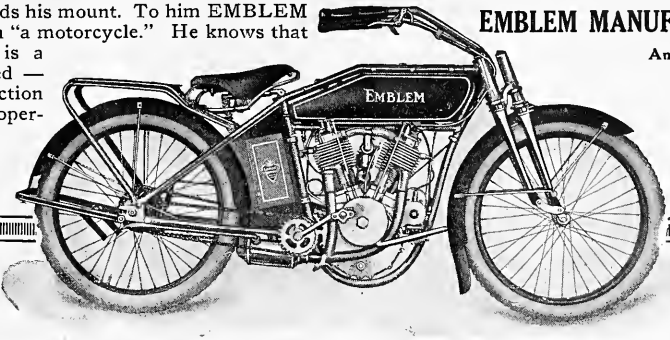
The yachting sportsman feels a keen delight in the individuality of his craft. "She" isn't just a boat, she is his pride, his solace, the responsive companion of his leisure hours. That's just the way every

EMBLEM

owner regards his mount. To him EMBLEM is more than "a motorcycle." He knows that EMBLEM is a thoroughbred — full of perfection features co-operating to make the machine De Luxe.



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Also Makers of the World Famous Emblem Bicycles

Model 110, Big Twin, 10 H. P.	$275
Model 108, Regular Twin, 8 H. P.	250
Model 105, Big Single, 5 H. P.	200

Pope Bicycles Motorcycles 1915

The new models of Pope Bicycles and Motorcycles will be on exhibition to the trade at the Chicago Show, Spaces 21, 22, 23. Five Models Motorcycles showing strict conformity to the desires of riders.

28 Refinements

Every requirement provided for in mechanism which has been tried and found correct.

Luxurious equipment superb finish.

50 distinct models of bicycles provide machines for every service.

The world known lines, Columbia, Rambler, Crescent, Cleveland and Tribune show more than ever their individuality.

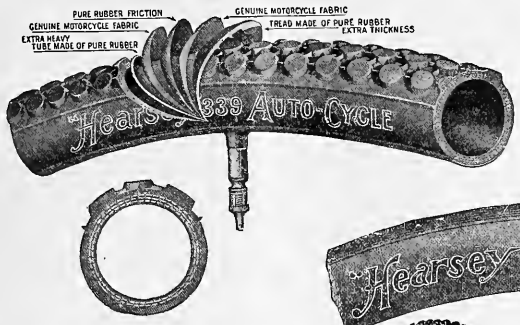
Artistic new and durable types of tires. The extreme in comfort of saddles.

A large corps of attendants will gladly explain the machines and quote prices.

DEALERS and RIDERS visit our display, you'll be surprised and pleased

THE POPE MANUFACTURING CO., 4 Cycle St., Westfield, Mass., U. S. A.

WEED ANTI-SKID CHAINS
insure safety to
Motorcyclists
Prevent skidding and Slipping.
Maximum Traction
Easy Steering and Perfect Safety
Mud, sand, slippery pavements, ice and snow will not spoil your sport if you always carry
Weed Anti-Skid Motor Cycle Chains
Just as perfect in principle, construction and workmanship as WEED CHAINS for automobiles. Make motorcycling absolutely safe—sixty miles an hour with perfect safety.
The continuous "creeping" prevents injury to the tires and keeps them clean, thus minimizing the chances of punctures. Extreme lasting qualities.
Easily carried as the small bundles they make in their canvas bags take so little room that they could be carried in your pocket, when not in use, without inconvenience.
Order them from your dealer or write for particulars.
WEED CHAIN TIRE GRIP COMPANY
Bridgeport, Conn.
NECESSARY FOR THE MOTORCYCLE - AS THEY ARE NECESSARY FOR THE AUTOMOBILE


PURE RUBBER FRICTION
GENUINE MOTORCYCLE FABRIC
EXTRA HEAVY TUBE MADE OF PURE RUBBER
GENUINE MOTORCYCLE FABRIC
TREAD MADE OF PURE RUBBER EXTRA THICKNESS
339 AUTO-CYCLE

HEARSEY

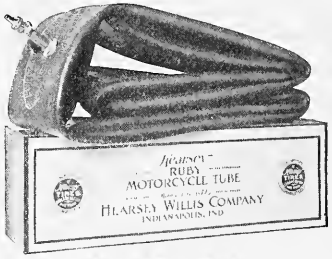
Tires and Tubes

The standard by which all others are measured. They make the dealers' work easy. Our 1915 line is more complete than ever. It comprises 19 different types of tires — all kinds of tubes and tire accessories. We sell to the trade only. Write us on your letterhead for 1915 dealers' catalogue.

The Hearsey 339 is the perfection of bicycle tire construction. Made of motorcycle fabrics and best quality gray rubber, insuring consistent vulcanizing. Has oil-resisting red center. Heavily studded.

The Hearsey "Tough Tread" is one of our readiest sellers. A tire that can't be beat at any price.

Hearsey Ruby Motorcycle Tubes have no superior. "If they could be better they would."



Visit our exhibit at Chicago Motorcycle Show, October 12th to 17th

HEARSEY-WILLIS CO.

Indianapolis **Indiana**

"Duckworth Chains"

Made in good old U. S. A.

Made of material made in good old U. S. A.

"Keep your money at home," and use goods manufactured in your own Country, ***especially*** when you can get the best in the World.

This is true of "Duckworth Chains."

The chain that carried Baker across the Continent in eleven days, twelve hours and ten minutes.

The chain that pulled Boyd through to Victory in the 300 mile Dodge City Contest.

The chain that carried the Gale outfit weighing over 1,000 lbs. to St. Louis and back.

"THE CHAIN THAT ALWAYS MAKES GOOD"

Buy of your jobber

DUCKWORTH CHAIN & MFG. CO., Springfield, Mass.

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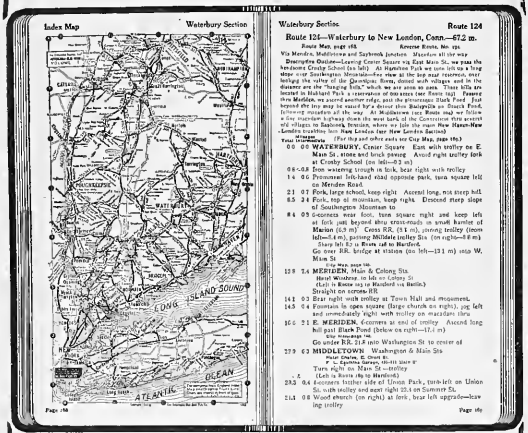
You need this book to guide you and the sample pages below show how full is the information given.

The Blue Book is the authority used and quoted by practically all who tour.


Index Map — Waterbury Section

Waterbury Section. Route 124

Route 124—Waterbury to New London, Conn.—67.2 m.

Route Map, page 188. Reverse Route, No. 191.

Via Meriden, Middletown and Saybrook Junction. Mountain all the way.

Descriptive Outline—Leaving Center Square via East Main St., we pass the handsome Crosby School (on left). At Hamilton Park we turn left on a long slope over Washington Mountain—fine view at the top near reservoir, over looking the valley of the Quinnipiac River, dotted with villages and in the distance are the "Hanging Hills" which we are soon to pass. These hills are the Metacomet Range. Descending to the valley we enter the city of Meriden, we ascend another ridge, pass the picturesque Hanover Pond. Just beyond the top may be noted for a dinner the Bellevue on Church Pond, following meadows all the way. At Middletown (see Route 124a) we follow a fine macadam highway down the west bank of the Connecticut thru several villages to Saybrook Junction, where we join the main New Haven-New London trunkline (see New London (see New London Section)

Time Distance — (For Hotel and other data see City Map, page 189.)

0 0.0 **WATERBURY**, Center Square. East with trolley on **E. Main St.**, stone and brick paving. Ascend right side of valley at Crosby School (on left—0.2 m)

0.6 0.8 Fork, watering trough in fork, bear right with trolley

1.4 0.6 Pronounced left-hand road opposite park, turn square left on **Meriden Road**

2.1 0.7 Fork, large school, keep right. Ascend long, not steep hill

6.5 2.4 Fork, top of mountain, keep right. Descend sharp slope of Southington Mountain to

8.4 0.9 Cross-cross near foot, turn square right and keep left at fork just beyond, up cross-roads on small barrier of **Marion** (6.9 m). Cross RR. (8.1 m), joining trolley (cross inflow—8.4 m), joining **Meriden** trolley Sts. (on right—8.6 m.) Sharp left 8.7 to **Rivers** rail to **Hartford**. Go over RR. bridge at station (on left—13.1 m) into W. Main St.

12.9 3.4 **MERIDEN**, Main & Colony Sts. Hotel Winthrop, on left on Colony St. (Left to Route 124 to Hartford via Berlin.) Straight on across RR.

14.1 0.3 Bear right with trolley at Town Hall and monument.

14.5 0.4 Fountain in open square (large church on right), jog left and immediately right with trolley on macadam thru

16.6 2.1 **E. MERIDEN**, Cross-in end of trolley. Ascend long hill past **Black Pond** (below on right—17.1 m)

Go under RR. 21.8 into Washington St. to center of

22.9 6.3 **MIDDLETOWN**, Washington & Main Sts. Hotel Charles, E. Court St. F. L. Egerton Garage, 160-162 Main St.

Turn right on Main St.—trolley (Left to Route 189 to Hartford.)

23.3 0.4 Cross-on farther side of Union Park, turn left on Union St. with trolley and next right 23.5 on Summer St.

25.8 0.8 Wood church (on right) at fork, bear left upgrade—leave trolley

Page 188 — Page 189

$2.50 Per Volume

Volume 1.	.	New York and Canada.
Volume 2.	.	New England and Maritime Provinces.
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Volume 4.	.	Middle Western States.
Volume 5.	.	Mississippi River to Pacific Coast.

Motorcycle Clubs will be performing a distinct service to members by purchasing one of the new Wall Maps—a separate map for the territory covered by each volume. Price, $1 each.

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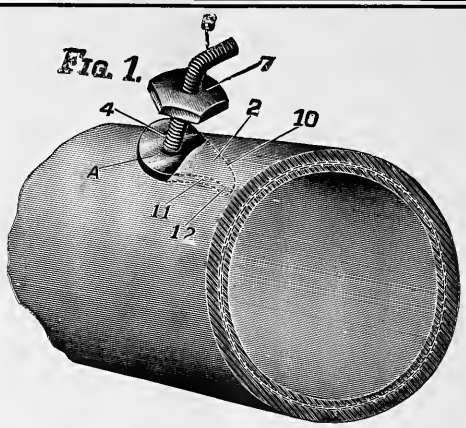

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NEW, SIMPLE AND EFFECTIVE

Can be inserted with ease in the smallest puncture. Solid piece oval head, making leak through thread of shank impossible. Top washer can be tightened at any time and with any style of wrench or plier.

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to visit us at the National Motorcycle Show, October 12 to 17, at the First Regiment Armory, Chicago, Illinois.

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Manufacturers of

The Genuine, Guaranteed

NEVERLEAK TIRE FLUID

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Your chain should receive proper care, the same as any other working part of your machine.

It is especially important that sprockets be kept aligned at all times, that a new chain not be used over old or much worn sprockets, and chain be frequently oiled.

Attention to these matters and the use of Diamond Chain assure you chain satisfaction.

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Look for This
TRADE ◇ MARK.
On Every Link

Diamond Chain & Mfg. Co.
Indianapolis, Indiana
Capacity 8,000,000 feet per year

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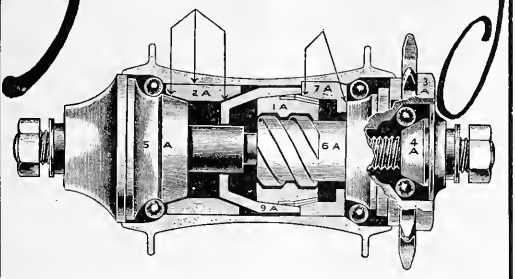

It's the three braking surfaces and the two driving surfaces, in a thoroughly trouble-proof design that makes the supremacy of

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Riders want the best when it comes to a Coaster Brake. It means so much in a possible emergency. Dealers want to handle the Brake that they can honestly recommend.

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DEALERS' SIMPLICITY—STRENGTH SATISFACTION

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ARE YOU AWARE of the selling value of these three words? Used by the Riders, they mean money to you.

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Head Light with Bulb, Bracket and Switch	$8.75
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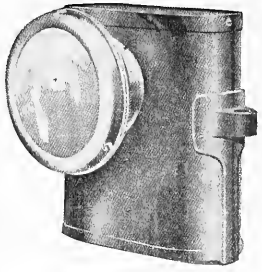

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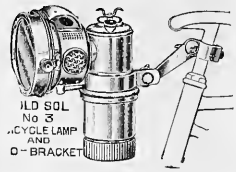

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De-Luxe Auto Bike
A Full Line of Standard Models. Write for Catalog.
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Statement of the Ownership, Management, Circulation, Etc., Required by the Act of August 24, 1912

of The Bicycling World and Motorcycle Review, published weekly at New York, N. Y., for October 1, 1914.

Editor, C. L. Mosher, 231 West 39th St., New York.

Managing Editor, None.

Business Manager, F. V. Clark, 231 West 39th St., New York.

Publisher, Bicycling World Co., 231 West 39th St., New York.

Owners, Bicycling World Co., 231 West 39th St., New York; A. B. Swetland Co., 231 West 39th St., New York; Class Journal Co., 231 West 39th St., New York; United Publishers Corporation, 231 West 39th St., New York.

Stockholders—Bicycling World Company: A. B. Swetland Company, 231 West 39th St., New York.

Stockholders—A. B. Swetland Company: Class Journal Company, 231 West 39th St., New York; F. V. Clark, 231 West 39th St., New York; Geo. H. Kaufman, 4517 No. Ashland Ave., Chicago, Ill.; Geo. H. Johnson, Ford Bldg., Detroit, Mich.; Estate of I. A. Mekeel, Montclair, N. J.; Brock Mathewson, 231 West 39th St., New York.

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BICYCLING WORLD CO.,
E. M. Corey, Treas.

Sworn to and subscribed before me this 29th day of September, 1914. Leah Goldman, Commissioner of Deeds, No. 71, New York City, N. Y.
(Seal) (My commission expires February, 1915.)

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THE BADGER BRASS MANUFACTURING CO.
now furnish the

Shipp Handle Bar Lamp Bracket
as an Option on Solar Gas Lamps.

SPECIFY THEM
and Increase Your Lamp Sales.

WATT SHIPP
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STEVENS & CO
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FOR
BICYCLES-MOTORCYCLES

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A Boon to the "All-Weather" Motor-Cyclist

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A windshield, attachable to any make of motorcycle, to protect the rider from wind and dirt. Provides comfort on the coldest and wettest days of Fall and Winter. Indispensable to public service men whose duties demand the use of their machines in every sort of weather. Weighs only 9 lbs. Can be mounted or dismounted in 2 to 5 minutes. Price, $10.00.

A mud-guard, to keep the engine warm and clean, at $3.00. Attachable to models having footrests.

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A Quality Bicycle at a reasonable price

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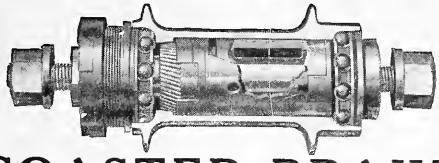

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"The little fellow with the Big Grip"

THE MIAMI CYCLE & MFG. CO., Middletown, Ohio

Licensed Coaster Brake Manufacturers

NEW ENGLAND DISTRIBUTING WAREHOUSE:
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INDIANS and Excelsiors, 1912 or 1913 models, can now be fitted with the patented Yale planetary two-speed gear without alterations or machine work. It brings them up to date and gives a wonderful increase in the all-round ability of the machine. Same transmission as used on the new Two-Speed Yale.

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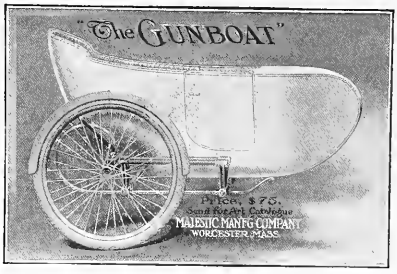

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THE Gunboat and all the other fine Side Car models of Majestic make and quality will be there. Of course, there are improvements; we are never too old to learn and profit by that learning. All the elements essential to comfort, safety and durability are featured in Majestic goods and our prices are right.

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THOR and MERKEL—SIDE-CARS.
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wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

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NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

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The High Cost of Living Reduced

HOW to reduce Tire Expense, the biggest running expense of a motorcycle.

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A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order.

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Two 8 H.P. Harley-Davidson	125
One 4 H.P. Harley-Davidson	85
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One 5 H.P. Pierce	75
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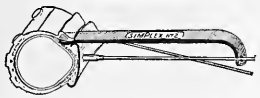

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You never can tell when you will have tire trouble, but a set of

Simplex Tire Tools

will always relieve the situation. Be sure to have them in your tool kit. Drop forged steel, Sherardized.

Price, Per Set of Three, 50c.

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High Grade Motorcycle Accessories

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Abe Martin Says—

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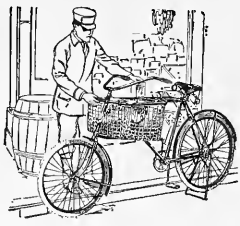
The best equipment for parcel delivery. Cheapest, quickest and safest for both messenger and goods. Write for particulars.



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Simple and Absolutely Airtight

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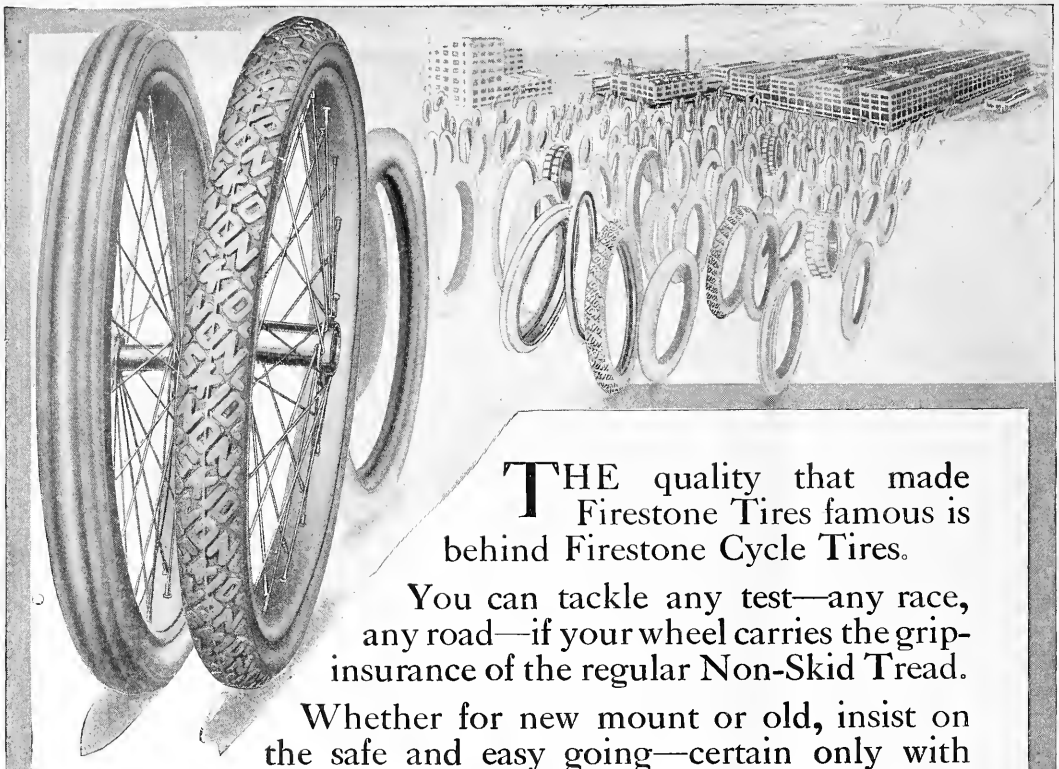

THE quality that made Firestone Tires famous is behind Firestone Cycle Tires.

You can tackle any test—any race, any road—if your wheel carries the grip-insurance of the regular Non-Skid Tread.

Whether for new mount or old, insist on the safe and easy going—certain only with

Firestone

Non-Skid or Corrugated Tread Motor Cycle Tires

In these tires you get the splendid Firestone rubber—plus a certain special treatment—and the finest Sea Island Cotton specially woven. These combined benefits are exclusively Firestone.

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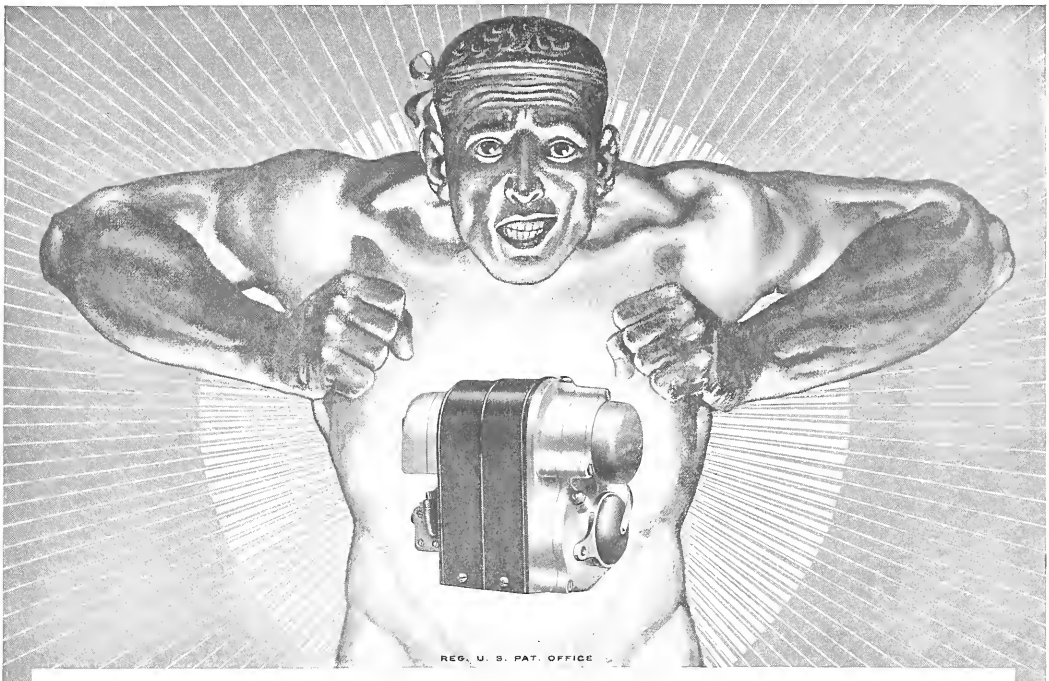

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The "MAG-DYNAMO" of the SPLITDORF ELECTRICAL COMPANY—a combination of magneto and dynamo forming a compact instrument for ignition and lighting—is an accomplished fact.

Equipment orders are in from the big fellows and smaller brothers alike—***the*** 1915 feature will be the SPLITDORF MAG-DYNAMO—so don't miss it.

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Positive starting and running ignition with or without the battery—

No arcing or burning of breaker points or commutator—

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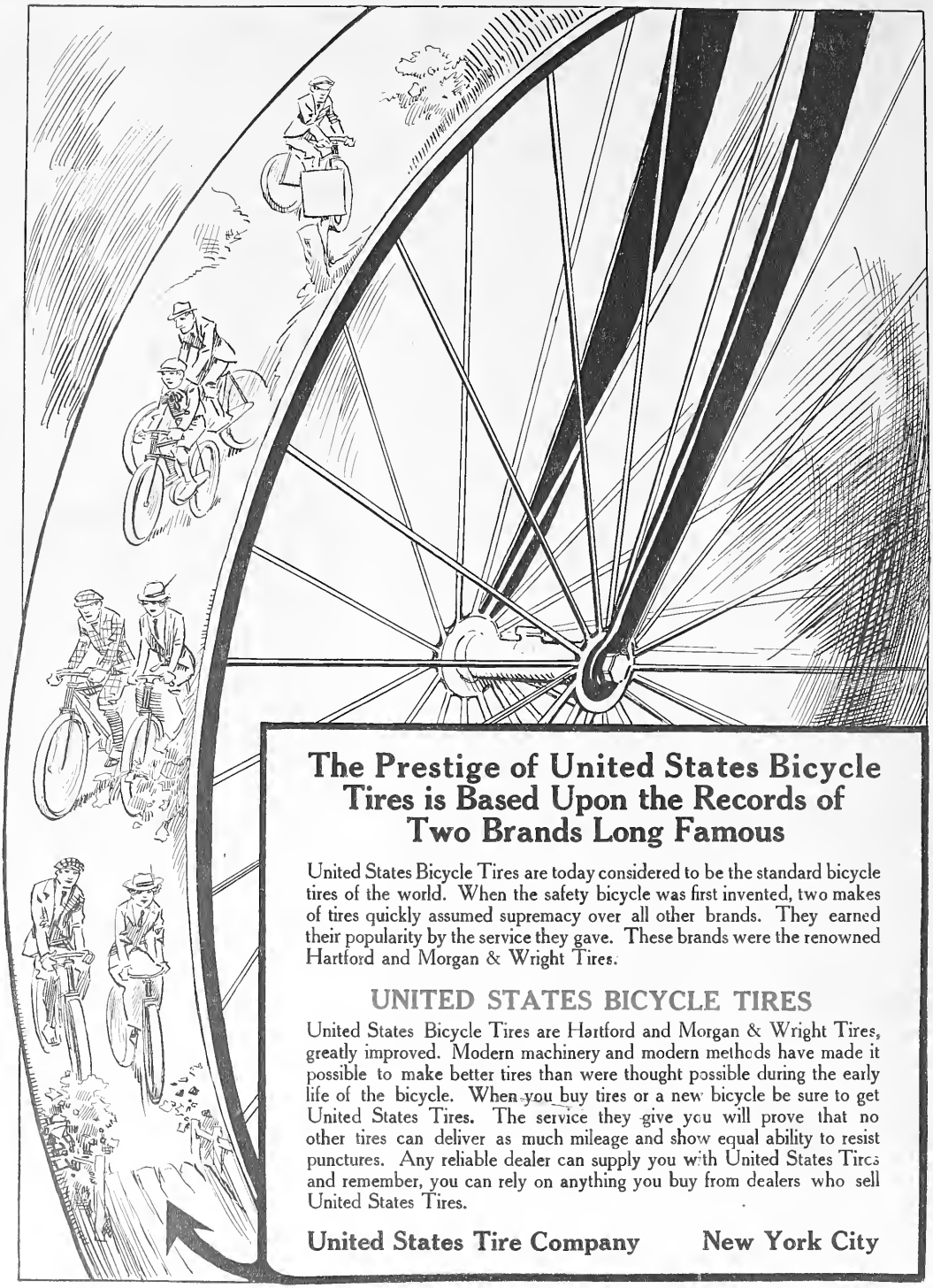
LONDON BUENOS AIRES TORONTO

Factory: NEWARK, NEW JERSEY



The Prestige of United States Bicycle Tires is Based Upon the Records of Two Brands Long Famous

United States Bicycle Tires are today considered to be the standard bicycle tires of the world. When the safety bicycle was first invented, two makes of tires quickly assumed supremacy over all other brands. They earned their popularity by the service they gave. These brands were the renowned Hartford and Morgan & Wright Tires.

UNITED STATES BICYCLE TIRES

United States Bicycle Tires are Hartford and Morgan & Wright Tires, greatly improved. Modern machinery and modern methods have made it possible to make better tires than were thought possible during the early life of the bicycle. When you buy tires or a new bicycle be sure to get United States Tires. The service they give you will prove that no other tires can deliver as much mileage and show equal ability to resist punctures. Any reliable dealer can supply you with United States Tires and remember, you can rely on anything you buy from dealers who sell United States Tires.

United States Tire Company **New York City**

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, October 13, 1914 | Ten cents a copy Two dollars a year

—"the strongest line of Indians that I have ever seen—absolutely the strongest." *(From Mr. George M. Hendee's letter heading the Indian eight page advance catalog in this issue.)*

"Indian Motocycle" Hendee Manufacturing Co Springfield Mass USA

Turn to the Indian 1915 Announcement in this number, where Indian models for the coming year are presented. Give them your most extensive study—purely as a merchandising proposition.

1915 Indians have dealer success written all over them

—values unmatchable
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—Indian leadership

The money-making qualities of the 1915 Indian line have never been approached in the retailing motorcycle field.

Your own personal observations will support this statement.

Address all communications regarding 1915 representation to

FRANK J. WESCHLER, *Treasurer and Sales Manager*

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(Largest Motorcycle Manufacturers in the World)

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Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

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Interchangeable with magneto installation—

Positive starting and running ignition with or without the battery—

No arcing or burning of breaker points or commutator—

No permanent magnets to become demagnetized—

Radial ball bearings throughout to assure perfect aligning—

Accessible, compact, self-contained, waterproof, simple and efficient—

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DALLAS.....402 S. Ervay St
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DAYTON.....427 East 3rd St.
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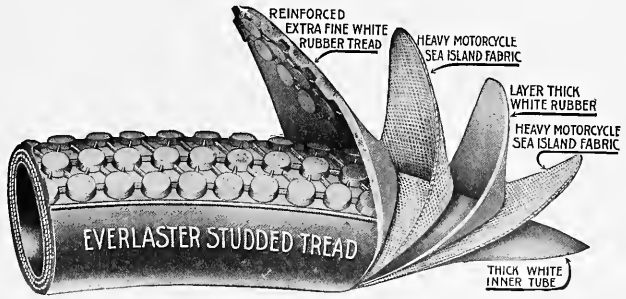
Factory: NEWARK, NEW JERSEY



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The original heavy fabric tire.

Two years old and just as good now as when first introduced.

Our 1915 line of other grades of Bicycle Tires and Bicycle Inner Tubes is worth your consideration.

Kokomo Rubber Company
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Pope 1915

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The Greatest Line of Bicycles and Motorcycles Ever Offered

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Model R '15 Two-Speed	13-15 H. P.	$275.00
Model L '15 Twin Cylinder	13-15 H. P.	240.00
Model M '15	6-8 H. P.	200.00
Model M '15 with Eclipse Two-Speed		230.00
Model H '15	4 H. P.	150.00
Model S '15 Short Coupled Twin		260.00

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You Can Have This Book

This is a thirty-two page book of scientific salesmanship which The Goodyear Tire & Rubber Co. have just published.

It is called "NEW WAYS TO NEW BUSINESS." It covers every phase of advertising and merchandising that confronts the Bicycle Tire dealer. It contains advertisements already written for the dealer's use. Publicity Stories, Locals and Reading Notices, Stationery, Mailing Folders, Calendars, Store Signs, Pennants, Window Cards, Window Display, Handle Bar Tags, Moving Picture Slides, Booklets, Free Bicycle Tire Racks, Free Caps, Schemes for Clubs, Races, Competitions, etc., that the dealer can use to advantage.

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This book also tells a great success story of Goodyear-Akron Bicycle Tires, the quality tires that have won such leadership in one short season. No other Bicycle Tire success has been so immediate or pronounced.

This is a story that will be read with keen interest by every Bicycle Tire Dealer. It will show him how to add to his profits while minimizing investment and overhead.

How to Get This Book

Almost 4,000 dealers throughout the country have already received this book and are using it in their business every day.

Ordinarily such a book would cost you money, but by mailing the attached coupon today you can have a free copy.

Whichever of the above named businesses you are in, this book will surely help you. Sending the coupon involves no obligation. Costs you nothing. Send it today—NOW.

The Goodyear Tire & Rubber Company
AKRON, OHIO

Makers of Goodyear No-Rim-Cut Automobile Tires

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The Goodyear Tire & Rubber Company,
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Without charge or obligation send me your big book, "NEW WAYS TO NEW BUSINESS." Also send dealers' proposition on Goodyear-Akron Bicycle Tires.

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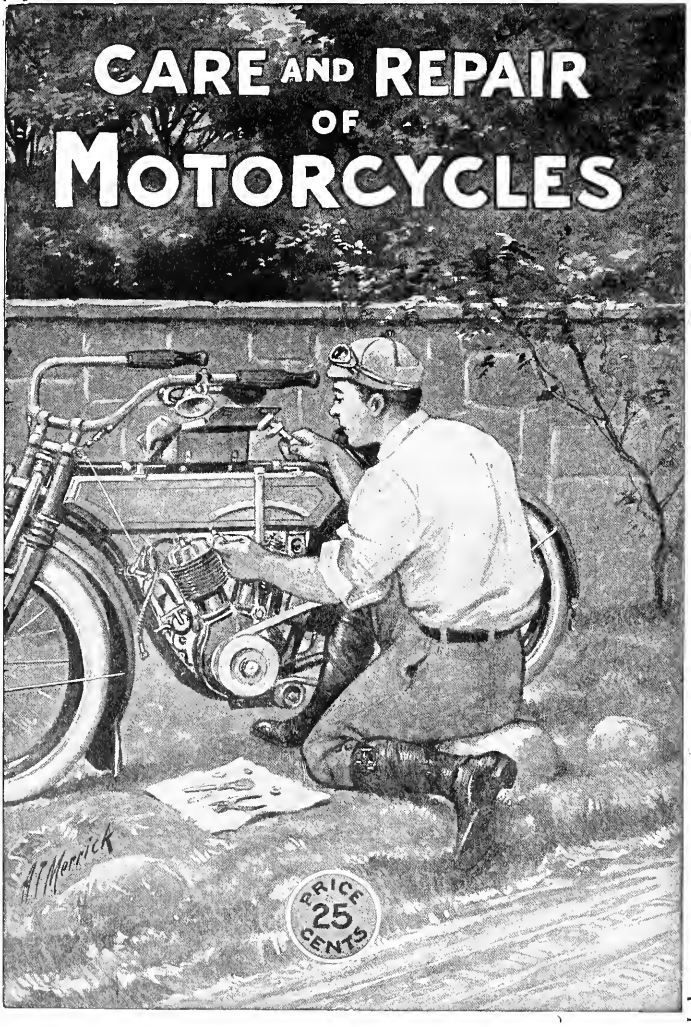
Spend a quarter for this book— save many dollars in repair bills

It is the motorcyclist's best friend because it is always on the job to help in time of trouble and you need not be a mechanical engineer to understand it.

It is brim full of practical advice and suggestions relating to every type of motorcycle.



The present edition includes free engine clutches, two-speed gears, mechanical lubricators and magnetos, together with special matter on motors, valves, carbureters, fuel and important general subjects, all plentifully illustrated

Dealers and jobbers in all parts of the country are selling "Care and Repair of Motorcycles" to both new riders and veterans as the best aid in correcting and avoiding motorcycle troubles.

Ask your dealer about it, or send a quarter to us for a copy to be sent you postage prepaid.

Special rates to Jobbers and Dealers in quantity orders.

Bicycling World Co.
239 W. 39th St. New York

Two-Speed Yale Motorcycles

National Road Champion

SWIFT and powerful, sturdy and competent for the most extreme tests of hardest service, and with indomitable ability that wins its way irresistibly over every difficulty of bad roads and steep hills, the new Two-Speed Yale stands as the most complete development of modern motorcycle construction.

The most gruelling tests of competition on the road in the past season have proved the worth of the basic principles of Yale design—have established beyond doubt the supremacy of the "Big Y" under conditions met in actual daily service.

Endurance run history of 1914 is a story of decisive Yale triumphs, for without exception the hardest, most trying contests of this season—as well as in past years—were clean-cut winnings for the "Big Y."

Without doubt the most severe test of motorcycle history was the endurance run of the Kentucky Motorcycle Touring Club, August 25th. Twelve riders started, but on the second day the unceasing rain and horrible red clay rapidly put them out of the running. **Only one rider reached Mammoth Cave on schedule time,** and that one was the only Yale rider in the contest, Ivan Jacobs. Only three others got to Mammoth Cave at all, far behind time, and the riders were so exhausted by their efforts to reach that point that they could go no farther. As the Yale and its rider were both in fine shape and ready to continue, the others conceded it the victory and called the run off at that point, agreeing that first prize be awarded to the "Big Y."

A clean-cut Yale victory, no close decisions, no chance for a tie or argument. Simply convincing proof of Yale supremacy.

IN MICHIGAN

Equally positive evidence was the endurance run of the Michigan State F. A. M., June 19th. Almost impassable mud and treacherous shifting sand tried the machines to the utmost, and **the Yale won the only perfect score. Eighteen riders started; only five finished; only Jacobs on a Two-Speed Yale won a perfect score.**

Again the acid test of hard service had proved indisputably the greater ability of this machine for work too severe for ordinary motorcycles.

IN THE EASTERN MOUNTAINS

The two-day contest of the New Jersey Motorcycle Club, May 30-31, was an emphatic Yale victory, for three Yale twins **with sidecars and passengers won three perfect scores**—the only perfect team score ever won by motorcycles with sidecars in any American endurance contest. Others said it couldn't be done—that the difficulties were too great for any motorcycle with sidecar—that the machines would never reach the finish—but they failed to understand that the "Big Y" is no **ordinary motorcycle.** They did not appreciate the wonderful advantage given by its distinctive patented two-speed transmission, by its remarkably efficient motor, by its matchless strength of construction. They judged it by ordinary standards and were astounded when the Yale sidecar team sped all the way easily on schedule time and conquered with ease the difficulties of steep, crooked mountain roads, rough by paths and rocky, unkempt trails that many other contestants failed to overcome even without the added weight of sidecars and passengers.

VICTORIES THAT POINT A MORAL

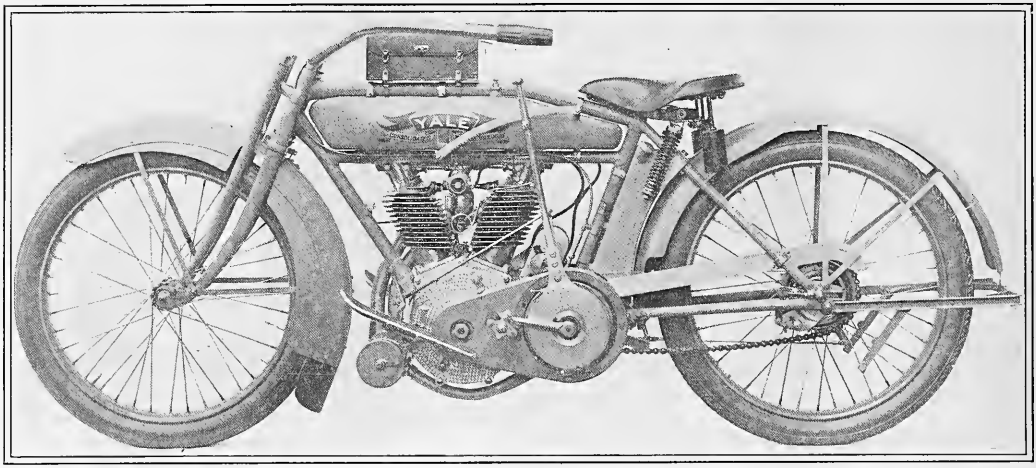
There's no evading the significance of these winnings. Every Yale victory was won on ordinary stock machines just like those sold by all Yale agents, and every rider of a "Big Y" knows that his machine can duplicate these performances if conditions call for it. The ability is built into the machine, and answers the touch of the throttle with achievement.

When the Yale dealer makes what sound like strong claims for the machine he knows that he is speaking plain truth, and knows that the machine will back every claim by actual performance, and these wonderful victories in the hardest and most important road contests of the season simply prove his statements.

These remarkable achievements proved beyond shadow of doubt that the principles of Yale design are right, that the underlying ideas fit the needs imposed by conditions met in actual service.

Improvements in the new models lie in complete development of details of construction to make this wonderful service still more efficient, uniform and luxurious—to give the buyer even greater value.

Standard of Two-Speeds



Left side view of Model 57 Yale Twin showing cut-out and low-speed operating pedals and guard over long drive chain. Notice new style front mud guard and luxurious foot-boards. Price of Model 57 Two-Speed Twin, $260.00, F. O. B. Toledo, Ohio

The wonderful increase in ability due to the Yale patented Two-Speed Gear is appreciated by every Yale owner of the past season, and with the detail improvements incorporated in this feature of the new models its service is still more valuable. Hills that could never be climbed by even the most powerful twins of the old sort are easy for the Two-Speed Yale, and its facility in handling sidecars or delivery vans with unreasonably heavy loads, in pulling through deep, sticky mud or heavy sand, make its superior ability so marked that there is no comparison.

The low-gear band clutch gives smooth, even engagement and positive grip. A spacer between the shifter-hub cones minimizes the effects of wear on the bearing and preserves accurate alignment in spite of long, hard usage.

The gears are of chrome vanadium steel, practically eliminating wear or possibility of breakage, with strength to withstand loads far greater than can possibly come on these parts.

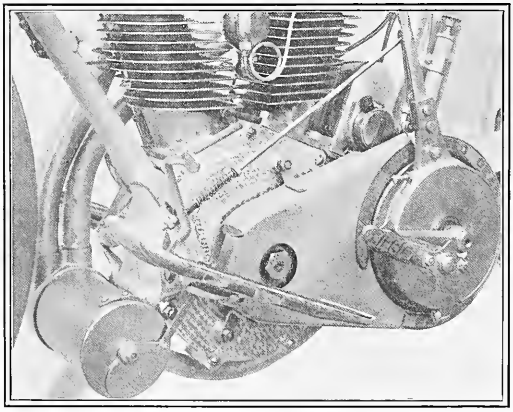
WONDERFUL INCREASE OF POWER

And the tremendous power of the new Yale Motor is astounding. All pockets, shoulders or collars have been smoothed out of the exhaust passages, and the openings enlarged, so that the burned gases have direct, unimpeded flow through a generous passage of uniform diameter (1¼ inch) all the way from cylinder to muffler.

The muffler is in the most effective possible location, where the exhaust reaches it by the most direct route with no bends or curves to cause back pressure or offer resistance. It's just a big expansion chamber in which the gases cool and expand, with no baffle plates or walls to cause back pressure, and a tail pipe leads the vapor to the rear of the machine, giving silent, pleasing operation without loss of an ounce of motor efficiency. A cutout operated by a neat pedal allows direct exhaust to allow the rider to hear the report for carburetor adjustment, etc., and is closed automatically when the foot is raised from the small, neat operating lever above the footboard.

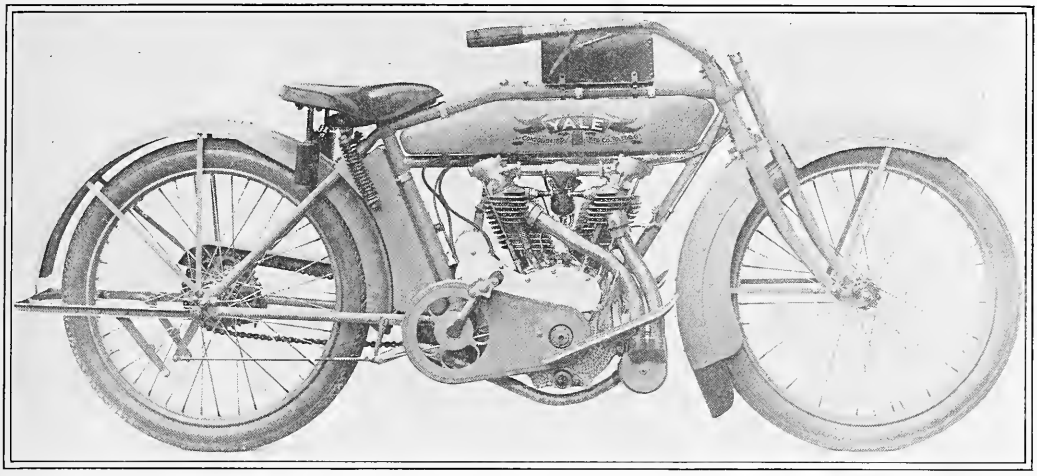
The wonderful power and speed of the new motor are obtained by correct design and proportion of gas passages and shape of explosion chamber, without lightening or weakening any parts or speeding up valve action so as to shorten life of the mechanism as would be done if speed was gained merely by making motors of semi-racing design.

The Yale motor is rated conservatively at 7-8 H. P., according to the accepted American standard, based on piston displacement, and although its refinements give actual power practically double this, we rate it by standard methods to prevent misleading the buyer. The far greater real power is just one example of the excess value gained by the man who buys a "Big Y."



Left side view of Yale Twin Motor showing details of foot-board, muffler cut-out and low-speed pedal

New Foot Starter



Right side view of Model 57 Yale Twin showing Yale Foot Starter, new Exhaust Pipes, Muffler, Muffler Tail Pipe and Brake Lever. Price of Model 57 Twin, $260.00, F. O. B. Toledo, Ohio

The new Yale foot starter is remarkably efficient. Connected by chain and sprocket direct to the engine shaft, it permits the motor to be started by a single down push of either pedal, or the motor can be spun continuously by pedaling, when desired.

The starting mechanism is surprisingly simple and strong—three big, husky rollers of tool steel hardened and ground, and a substantial block of the same material. No slipping, jamming or sluggish action—it grips the instant the pedal is pressed, grips positively and unfailingly. It starts the engine quickly and easily with rear wheel on the ground and does the work every time—and keeps on doing it after months and years of service, for it is so simple and strong that there is nothing to wear or get out of order.

LUXURIOUS FOOTBOARDS

The big, comfortable folding footboards add the final touch of luxury to the new Yale, with the Two-Speed Foot-Control Lever on the left side and the brake lever on the right.

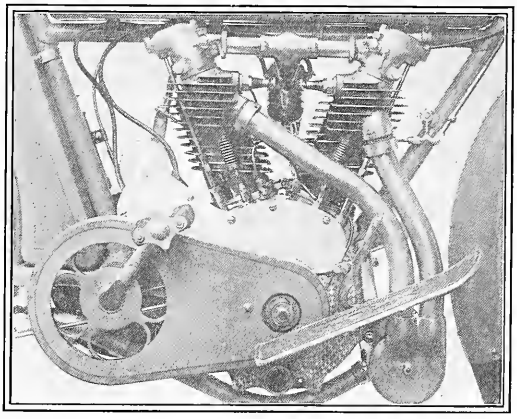
The footboards in conjunction with the new muffler and exhaust pipes harmonize to produce wonderfully pleasing, businesslike lines in the new machine—it looks compact, competent, ready for any demand, and it is.

NEW FORK STEEL

A new steel, specially rolled and used for the first time in motorcycling construction, is used in the front forks, giving greater strength, resiliency and ruggedness than has been possible with any materials previously known to manufacturers. This "half-hard" fork steel is further strengthened by a husky perforated inner reinforcement, the perforations allowing the brass to flow freely in brazing, so that the reinforcement is perfectly united with the fork-side, giving tremendous strength at the points of strain.

COMFORT, EASE OF CONTROL, DEPENDABILITY

Every detail has been carefully cared for to increase the comfort of the rider, the steadfast reliability of the machine, its uniform efficiency of achievement, its ease of operation and control.



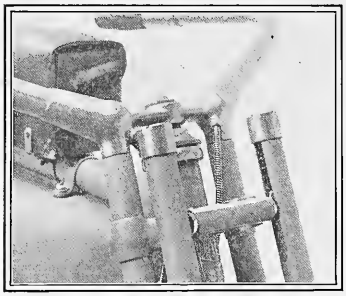
Close range view of right side of Yale Twin Motor showing new Yale Foot Starter, Foot Boards, Exhaust Pipes and Muffler. Notice convenient location of priming cups on outer side of intake housings

More Value

No opportunity has been neglected to give the buyer still greater value, and to reduce the cost to him, not only in purchase price but running expense—for our interest does not end with sale of the machine. The Two-Speed Yale is built to give faithful, unfailing service season after season, and to this fact it is due that Yale riders almost invariably are the livest kind of boosters, who use their machines every day of the year, good weather or bad, regardless of road conditions.

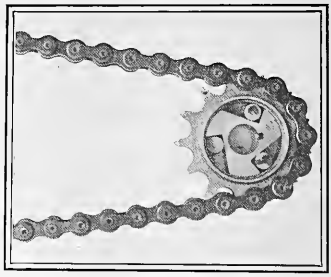
REAL VALUE

Only the highly-developed manufacturing efficiency of the big Yale factory—with our own drop-forge shop, our own steel-tube plant, and facilities for building nearly every part in our own factory—with the greatly increased purchasing power due to production on a bigger scale than ever before, make it possible to give the purchaser such generous value.



Yale Front Forks at close range showing three-point handlebar connection and new style cushion fork caps

The idea of selling such a machine as the Two-Speed Yale Twin at a price so low as $260 marks a new epoch in the history of the industry. It sets a new standard of value by which motorcycles must be measured, for here is a machine of ability, finish and workmanship never approached before, at a price even lower than merely ordinary motorcycles have previously been sold for.



View of Foot Starter mechanism showing its great simplicity

As in previous years, the "Big Y" stands alone as the greatest value to be obtained, the "best buy," as well as being undisputed leader for actual ability on the road.

Judged from any viewpoint, the Two-Speed Yale is the inevitable choice of the rider who insists on having the very best motorcycle to be obtained.

The Consolidated Mfg. Co.

1709 Fernwood Ave., Toledo, Ohio

PACIFIC COAST REPRESENTATIVES:
THE YALE-CALIFORNIA COMPANY, Los Angeles and San Francisco

Makers also of Yale and Snell Bicycles, Hussey Handlebars, Steel Tubing, Bent Parts, All Kinds of Drop Forgings

EAGLE MOTORCYCLES
1915 ANNOUNCEMENT

Four Models—Single and Two-Speed

Model E, 12 H. P. Single-speed Twin, Price $250
Model A, 16 H. P. Single-speed Twin, Price 260
Model G, 12 H. P. Two-speed Twin, Price $275
Model L, 16 H. P. Two-speed Twin, Price 285

All step starters. Two separate and distinct double acting powerful band brakes. All 3/8-inch Direct Chain Drive, and twenty-six other improvements. See complete mechanical description in next issue.

Read This

Rochester, N. Y., Sept. 18, 1914.

Sterling Motor Company,
Brockton, Mass.

Gentlemen: As it is practically the end of the '14 season, it may interest you to know that the EAGLES are giving the very finest satisfaction, and while we started late, we have been able to dispose of a carload of machines. We are not as pessimistic about the outlook as some people are in other lines of business. We enclose our contract which covers practically two carloads, and we expect to use at least three carloads before the season is over.

The Direct Drive has been giving the very finest of satisfaction, and with the addition of the 12 H. P. model, together with a two-speed model, both 12 and 16 H. P., we expect that the EAGLE will soar high over all other machines both in quality and quantity for '15.

Wishing you every success, we are,

Yours very truly,
MERKEL & SPACHER, INC.,
(Signed) Charles A. Merkel.

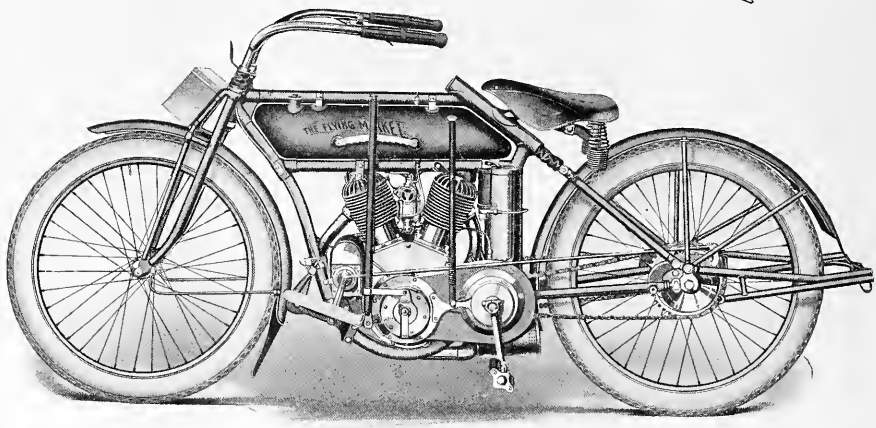
A Splendid Opportunity is Open to You. ***Write Us Right Now***

Sterling Motor Company, Brockton, Mass.

MIAMI

THE FLYING MERKEL

19



Model 573 - - - - - - - $250.00

Twin Cylinder, 7 H. P., Chain-Drive, Two-Speed Transmission; Miami Combination Dual Brake; Foot Boards; 3 inch Tires; Optional, U. S., Goodyear or Federal; Troxel or Persons Saddles.

ALSO

Model 541 - - - - - - - $200.00

Single Cylinder, 4 H. P., Chain-Drive Transmission; Miami Combination Dual Brake; Foot-Boards; Tires; Optional, U. S., Goodyear or Federal; Troxel or Persons Saddles.

The List Price of 1915 Singl

Miami Combination Dual Brake and Foot-Boards Regular on All Mode
Starter. Our Advance Introducto

THE MIAMI CYCLE &

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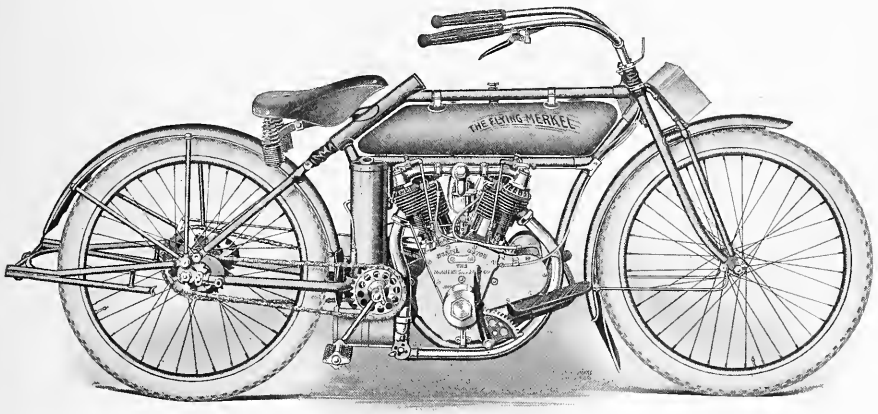
MIAMI

MIAMI

5 THE FLYING MERKEL



Model 575 - - - - - - - $260.00

Twin Cylinder, 7 H. P., Chain-Drive, Two-Speed Transmission; Miami Direct Starter; Miami Combination Dual Brake; Foot-Boards and 3 inch Tires; Optional, U. S., Goodyear or Federal; Troxel or Persons Saddles.

ALSO

Model 571 - - - - - - - $225.00

Twin Cylinder, 7 H. P., Chain Drive Transmission; Miami Combination Dual Brake; Foot Boards; Tires; Optional, U. S., Goodyear or Federal; Troxel or Persons Saddles.

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e Miami Counter-Shaft Planetary Two-Speed and the Miami Direct nouncement is Ready to Mail.

IANUFACTURING CO.

ddletown, Ohio

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Made Acetylene Famous

New Model "S"

Better Than Ever

PRICE

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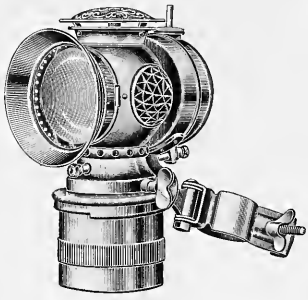

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Unapproached in Material, Design, Finish and Durability. Originated, Made and Sold by American Brains, Money, and Workmen.

Order Today

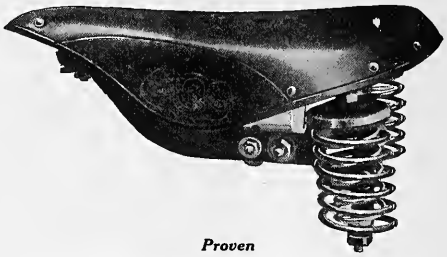
The Badger Brass Mfg. Co.

KENOSHA, WIS. NEW YORK

The Saddle Designed to Overcome Every Known Discomfort and Annoyance Which a Rider Experiences Through His Saddle.

The Reading *Saddle and* "Top-Notch" *Spring*

gives satisfaction and comfort under every known riding condition.



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The Best By Test

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The Reading Saddle & Mfg. Co.

Reading, Pa., U. S. A.

Chains are Important parts of your Motorcycle

And Diamond Chains are unexcelled for the hardest service.

Made of special quality steels—scientifically heat treated—all parts gauged for extreme accuracy—and each chain tested to a fixed high standard.

Specify Diamond when ordering.

For sale by jobbers and dealers.

Look for This
TRADE ◇ MARK.
On Every Link

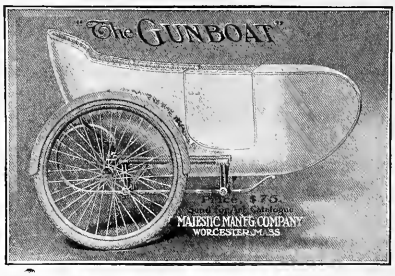
DIAMOND CHAIN & MFG. CO.

INDIANAPOLIS, INDIANA

Capacity 8,000,000 feet per year

THE CHICAGO SHOW

We'll Be There—You'll Be There



It Will Pay You to Look Us Up

THE Gunboat and all the other fine Side Car models of Majestic make and quality will be there. Of course, there are improvements; we are never too old to learn and profit by that learning. All the elements essential to comfort, safety and durability are featured in Majestic goods and our prices are right.

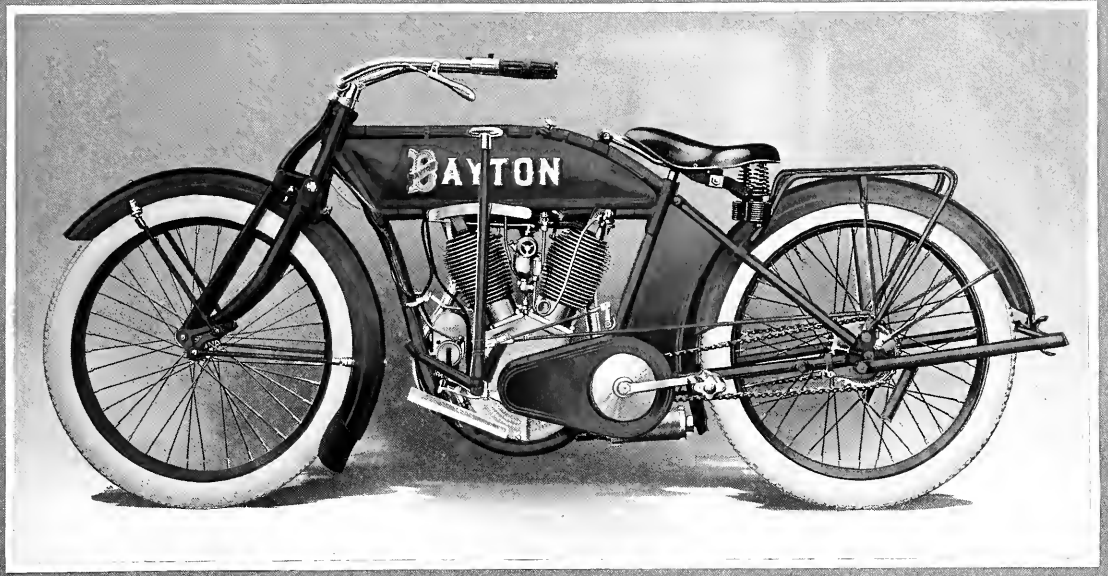
Majestic motorcycle and bicycle accessories are all ready for your inspection.

Remember the Majestic Space Sections No. 12-13

MAJESTIC MANUFACTURING CO.

WORCESTER, MASS.

CYCLES for 1915



MODEL C 7-9 HP DeLUXE MOTOR TWO SPEED $290.00

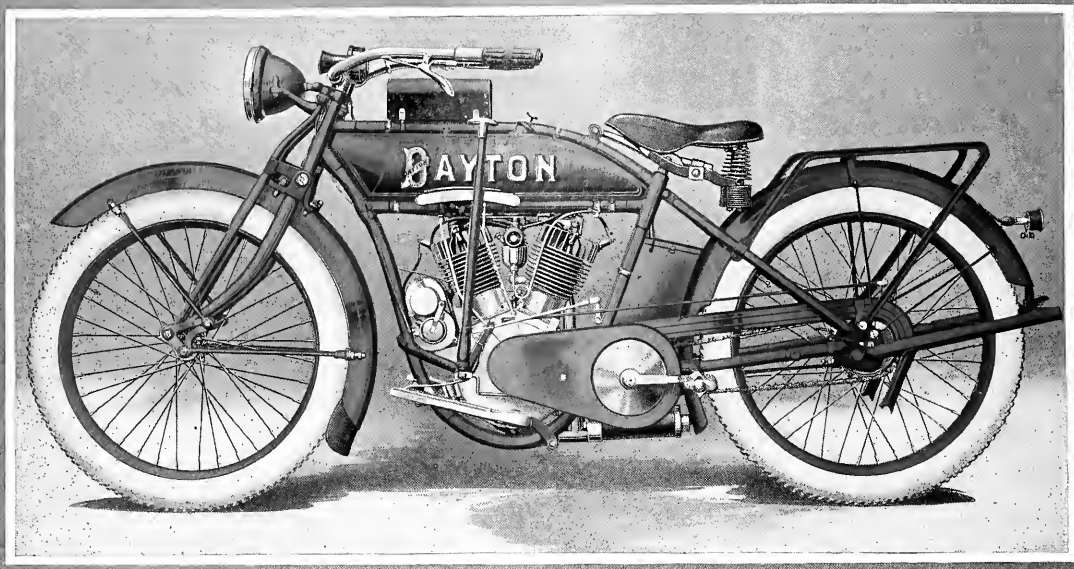
Model C-2—8 H. P. Dayton Motor Single Speed Electric - $280.00
Model C-5—9 H. P. DeLuxe Motor Single Speed - - - 265.00
Model C-6—9 H. P. DeLuxe Motor Single Speed Electric - 305.00
Model C-8—9 H. P. DeLuxe Motor Two Speed Electric - 330.00

DAYTON Rocker Spring Fork Further Improved

The DAYTON Rocker Spring Fork *more than ever* adds to the pleasure of motorcycling. DAYTON Riders in the past have known how completely this fork has eliminated jolts and jars. The new fork constructed with rocker arms between the lower forks and hub, now absorbs impacts *from any angle.* The result is, a trip over the roughest roads is made *possible* and *pleasant.*

Trouble-Proof Gasoline and Oil Tanks

The DAYTON 1915 Gasoline and Oil Tanks are constructed separately. This arrangement prevents any possibility of leakage from one tank into the other as is the case where one large tank is sub-divided. This new tank is strongly made, is neat in appearance and very easy of access. The oil tank can be completely removed with very little trouble.



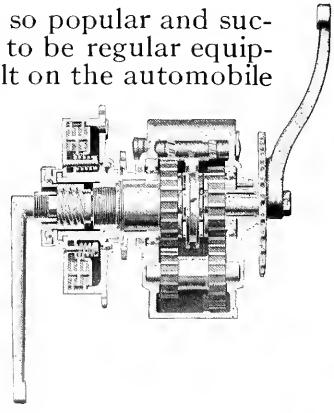
MODEL C 4-8HP DAYTON MOTOR TWO SPEED ELECTRIC $305.00

BEFORE adding Electrical equipped models to the DAYTON line, we made thorough test and investigation, and secured the best possible equipment. The Electric models are equipped with the Splitdorf Magneto Generator which supplies the current for both ignition and lighting. This keeps the battery always charged and ready for instant use.

These models are furnished with head lamp, with pilot light, tail lamp and horn. The battery is carried under the seat in a special container. The DAYTON electric models offer the highest development in the way of a completely equipped motorcycle.

Famous Band Brake Retained

The DAYTON Band Brake which has proved so popular and successful on DAYTON Motorcycles in the past, is to be regular equipment on the 1915 DAYTON. This brake is built on the automobile type—strong and dependable, with an almost unlimited amount of reserve power.



1915 Two Speed

The DAYTON Two Speed of the individual clutch type has been retained for 1915. All gears of the two-speed are always in mesh, making it impossible to strip the teeth. An improvement has been made in anchoring the Two Speed box in the housing, making it absolutely rigid.

THE DAVIS SEWING MACHINE COMPANY, Dayton, Ohio

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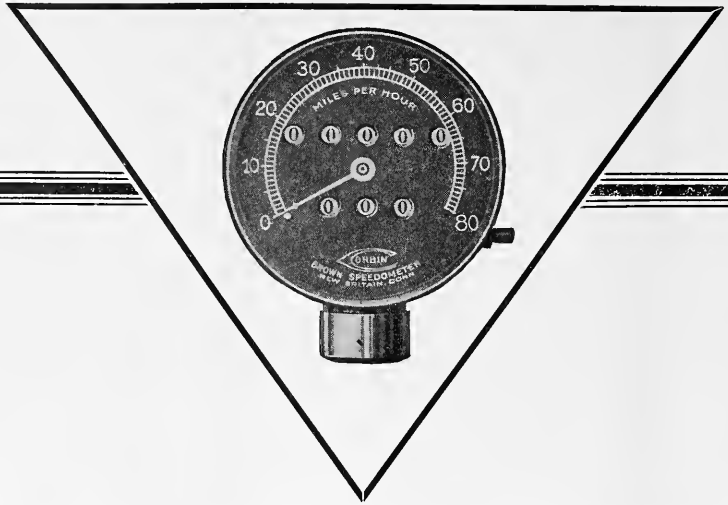

Some speedometers are obviously wrong, some are nearly accurate, some tell the actual truth

When a motorcyclist knows his speedometer is wrong he at least can make use of that knowledge; however, when he does not know whether its record is wrong or not he is hopelessly at sea.

But neither one of these speedometers is worth the price of scrap iron.

A speedometer to be a speedometer should tell positive facts day in and day out, at all altitudes, and in every temperature.

Such a speedometer is the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

The Corbin-Brown possesses the one absolute essential to accuracy which almost every other speedometer lacks—the centrifugal principle.

A speedometer to be continually accurate at all degrees of heat and cold, at high altitudes, and in the presence of electrical influences must be built on the Centrifugal principle.

Not only has the truth of this statement been proven time and time again by scientific experiments conducted in government laboratories, but actual practical road tests have demonstrated it to be undeniably correct.

The Corbin-Brown's construction is the perfection of simplicity—so few, large and strong are its parts that friction, wear and breakage are reduced to a minimum.

The Corbin-Brown flexible shafting is an exclusive feature of the Corbin-Brown speedometer. It is the most practical, jar-absorbing, friction-free shafting made. The strength and nature of its links make breaking impossible, afford smooth, easy running, and assure the maximum of durable service.

The Corbin-Brown's record is extremely easy to read. Its large, white figures stand out distinctly from a black background.

Its mileage scale is stationary, its hand is steady on the roughest road.

Every feature of the Corbin-Brown Speedometer contributes to strength, simplicity and accuracy.

Specify this speedometer for your 1915 equipment. Its principle spells accuracy; its construction durability. Investigate today. Write now for catalog.

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THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Brakes and Automatic Screw Machine Parts

Vol. LXX New York, October 13, 1914 No. 4

The Week's News : : at a Glance : :

Dealers Announce New 1915 Lines

Hendee Announces New Light Weight Twin in Three-Speed

R-S Takes to Countershaft Drive System

Merkel Offers a Radical Drive in New Model

Pope Line Discloses Refinements. Three-speed Coaster Hub for Pope Bicycles

Yale Motor Develops Increased Power

Daytons in Eight Models, With New Power Plant

Funeral of "Happy Days" Pitman

SPECIAL FEATURES

"Happy Days," an Appreciation, by R. G. Betts

Providence Run a Great Success

With the Riders at Milwaukee

What Happened in the Ohio State Endurance Run

Will R. Pitman, Man and Friend

An Appreciation of One of Cycling's Best Known and Universally Beloved Characters Who Has Gone to Unending "Happy Days"

By R. G. BETTS

There are those who knew dear old Pit much longer and possibly much better, but I knew him long and I knew him well and like nearly all who knew him either long or well, I cherish the memories of our acquaintanceship—our friendship. For Pit was very much a man—very much a friend.

He may not have been a many-sided man (who, too often, are all things to all men) but the right side of him was always uppermost—always most conspicuous. He lived in the sunlight and had small patience for those who sought to avoid its rays. For he loved the truth. He spoke it and he practiced it. It is not mawkish sentimentality born of a sorrowful occurrence, to say that during a close acquaintance of more than 20 years I never knew him to tell a lie or to do an unfair or dishonorable act. He was never even evasive. Pit's truths were never half-truths.

If, in the performance of duty—in the enforcement of laws or rules and regulations, he proved stern and unbending, he knew also how to be gentle, to be considerate, to be sympathetic, as many young transgressors temporarily under his dominion can testify. He at all times had the courage of his convictions but his kindly advice, his gentle bearing, must have proven real helps to those of the transgressors who were not insensible to its effects. In his kindly way, he helped not a few of them to see the sunlight.

Any of his close friends, who, like myself, have felt his warm, sincere handclasp and seen the tears steal into his eyes, know only too well that the dear old fellow was essentially of gentle mold and sympathetic nature. His warm heart always warmed toward his fellows and he possessed in unusual degree the too-rare virtues of loyalty and appreciation. When he was for a man or a movement he was for him or for it to the very core. He was no weather vane. His loyalty was never affected by the winds. And he was the most appreciative person I have ever known. His gratitude was always real—always wholehearted. If he sought and craved the approbation of his fellowmen, he was so truly grateful when he received it. None has witnessed it oftener than myself and those who were present at his dinner less than three short weeks ago will better understand what I am striving to convey. His thanks, his appreciation, oft repeated in tremulous tones born of his deep emotion, were so sincere, so unfeigned, so heartfelt, that they may be said to have been vivid. And some of us knew, too, that they were being spoken almost on the brink

of the grave, though to the last his courage, his hopefulness did not forsake him.

It was on that occasion and with his last trial—his fatal operation—in mind, that he told us he would "feel no pain, for I will be asleep." And tonight he sleeps the eternal sleep; he knows no pain. He has gone from us and all who knew him and understood him, particularly those whose heads are covered with the snows of yesteryears and those whose heads are but just being sprinkled with the ashes of their youth—these must surely feel a sense of personal loss. For conscious of human imperfections, Pit—it would sound cold and irreverent to call him anything else—was a rare type. His loyalty and appreciation were of themselves sufficient to single him out.

Somehow our old friend's passing recalls one of the very few poems that has lingered in memory through a long train of years. It is from the Persian, and though written to mark the beginning of a life rather than the close of one, it seems not inept:

The morn that ushered thee to life, oh, child,
Found thee in tears when all around thee smiled;
So live, that when thou takest thy last long sleep,
Smiles may be thine while all around thee weep.

Pit, I believe, lived a life of that sort. In the Great Beyond, in which, we are taught, all days are happy ones, our good old "Happy Days"—our Pit—surely will be found to have earned well his last rest.

To me, he was always loyal, always true, and if ever man loved the bicycle and all for which it stood, his name was Will R. Pitman. To it and to his friends, he was faithful to the end.

God rest thy soul in the land of the leal, old friend!

A Last Appeal from "Happy Days."

On Saturday afternoon, the day before "Peace Day," when Mr. Pitman died, he voiced for the last time his great appreciation of the testimonial recently given him by his friends.

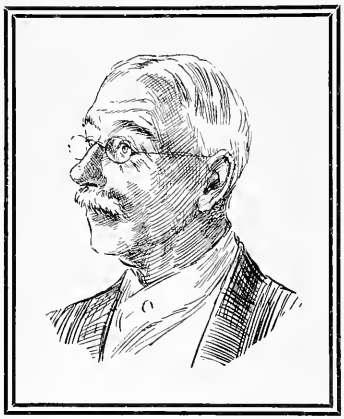
On that occasion he said that they gave him a great happiness. Unfortunately, however, funds are needed to cover the funeral expenses, and it is believed that the many friends of "Happy Days" will only need to learn of this fact to respond. It is hoped that the fund collected will be large enough to leave a balance for Mrs. Pitman.

J. A. Hall, 322 East 32nd street, Brooklyn, is in charge of the fund.

Say Last Farewells to Ashes of "Happy Days"

Comrades of Many Years Pay Tribute to Old Referee's Memory—Simple, Impressive Service

They buried "Happy Days" on Thursday last. Early in the forenoon all that remained of that rare old veteran, Will R. Pitman, was cremated high on Union Hill in New Jersey and overlooking the New York city which he loved so well and in which, in a cycling sense, he had for so many years taken a large and active part.



The funeral services were conducted the night before at Campbell's Funeral Church on West 23rd street. They were simple but impressive, the eulogy delivered by the pastor being supplemented by the reading of this touching goodbye poem written by Quincy Kilby, president of the L. A. W. and one of Mr. Pitman's comrades of many years in the Boston Bicycle Club:

Will R. Pitman

1849 1914

Will Pitman's gone. No more his merry greeting
Of welcome in the well-remembered phrase,
Shall sound in salutation on his meeting
With old and cherished comrades—"Happy Days."

Dear Happy Days—for so we came to call him,
Who knew and loved his gentle, kindly ways—
Has found his rest. No ill can now befall him,
Nor pain nor trouble hurt our Happy Days.

His loyalty it was that made us love him.
His honesty and fairness won our praise.
May blossoms flourish in the grass above him.
He made the world look brighter:—Happy Days.

Here in this room he lies amid the flowers.
Outside, the woods are gay with Autumn's blaze.
He heeds not either, for this friend of ours
Has gone where there are only happy days.

Of the floral offerings, the most conspicuous was a large white five-pointed star, the emblem of the Boston Bicycle Club, whose first president (1878), George B. Woodward, now the head of the Metropolitan Life Insurance Co., was among those present at the services. Among others of the cycling old guard in attendance were: John C. Wetmore, one of the earliest and best known cycling writers; Theodore F. Merseles, long a power in the once-famous Hudson County Wheelmen of Jersey City and now general manager of the great National Cloak and Suit Co.; Sidney B. Bowman, once a star of road and path, now a prosperous automobile dealer; Henry Goodman, who originated the bicycle score card, and his brother, Joseph, who was associated with him in that early enterprise and who later became the prosperous owner of the American Cyclist and still later of the Bicycling World; R. G. Betts, long editor of The Wheel and later of the Bicycling World, and first president of the F. A. M.; Frank P. Share, who has kept the Long Island Wheelmen, of Brooklyn, alive for more than a quarter of a century; Counsellor James O'Neill, one-time leader of the Metropolitan Association of Cycling Clubs; Robert Bruce, once editor of Bicycling World and now with the American Automobile Association; Michael Furst, once a big figure in L. A. W. affairs and one time a district attorney of Brooklyn.

Motorcycling, quite naturally, was more numerously represented and by the younger element. Of the motorcyclists present, the best known were Dr. J. P. Thornley, former chairman of the F. A. M. competition committee, and J. A. Hall, F. A. M. commissioner for New York state, who in truly fraternal fashion took charge of the funeral arrangements and who both before and after Mr. Pitman's death proved himself the proverbial "friend, indeed."

In accordance with his desires, his G. A. R. button and the buttons of the uniform he wore when a mere stripling in the Civil War were buried with Mr. Pitman. As if possessed of forebodings and unknown even to his wife, he had carried the buttons to the hospital where he succumbed suddenly Sunday, 4th inst., while being placed in a wheel chair and being considered on the road to convalescence from the effects of his third serious operation in 18 months, although some of his more intimate friends were well aware that his permanent recovery was impossible. It was this knowledge which inspired the testimonial dinner tendered him on September 26th.

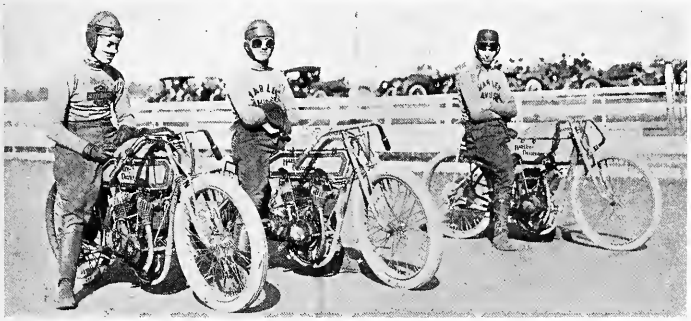
Stratton Victor in Fast 100-Mile Race

Milwaukee Fans See Harley-Davidson Riders Win Track Features

Panoramic view of the State Fair Grounds track where Stratton won the first century ever run on this course

It was Harley-Davidson day at the State Fair Grounds, Milwaukee, Wis., on Sunday, the 4th inst. The Harley-Davidson riders led throughout and were fortunate in avoiding serious tire trouble, so that they piloted their machines across the line in first place both in the 5- and 100-mile events.

The biggest crowd of the season turned out to see the first 100-mile event in Milwaukee on the fast State Fair track. The entrants for the century run were Swayne, Pope; Hadfield and Montgomery, Indian; Filter, Jefferson and Brier, Janke, Stratton and Douglas, Harley-Davidson.



Left to right—Stratton, Janke and Brier who "cleaned up" at the meet

Stratton made a non-stop performance in the century race, making the turns wide and riding the soft stuff. But the tire jinx mounted the machines of the others. Swayne gave the crowd a thrill early in the race when his mount threw a tire and headed for the fence. He had barely time to jump clear. Brier held the lead early in the race until the 35th lap, when he was forced to make a tire change. He took the lead again in the 60th, but was once more forced to stop, in the 65th. This gave Stratton the lead, which he held until the finish. Montgomery ran out of gasolene and beat across the track for a supply of the precious fluid, finishing in fourth place in spite of the delay.

The races served to introduce Janke to the Milwaukee fans, and he certainly put up a good performance in beating Stratton out for second place in the five-mile.

The time for the century at various points was:

Ten miles, 9:15; 15 miles, 14:40; 22 miles, 20:05; 35 miles, 32:40; 50 miles, 46:35; 60 miles, 55:55; 75 miles, 71:40, and the finish, 95:10.

The summaries:

Five-mile stripped stock, 61 cu. in.—Won by Brier, Harley-Davidson; second, Janke, Harley-Davidson; third, Stratton, Harley-Davidson. Time, 4:35.

One hundred-mile stripped stock, 61 cu. in.—Won by Stratton; second, Janke; third, Brier. Time, 95:10.

Highway Opened in Snoqualmie Pass

Headed by Governor Ernest Lister, a large number of automobilists and motorcyclists of the Northwest will attend the formal opening of the famous Sunset Highway through the Snoqualmie Pass in the Cascade mountains, and which highway will connect Eastern and Western Washington. This celebration will mark the completion of another, and one of the three existent, great transcontinental highways. Such highways in all parts of the country are a boon to the two-wheeler riders of every age.

Motorcycle Projects Hang Fire

The militia authorities of Maryland have received with approbation the offer of the Maryland Motorcycle Club of Baltimore to organize a motorcycle regiment to augment the National Guard. Adjutant General Macklin has written to Daniel C. Joseph, counsel for the club and one of the promoters of the plan, acknowledging the offer and praising the patriotic spirit evinced by the motorcyclists. He is sorry, however, that action on the proposition cannot be taken at this time, owing to certain conditions prevailing in the guard that preclude him from giving the matter his undivided attention. A definite answer will be forthcoming some time later on.

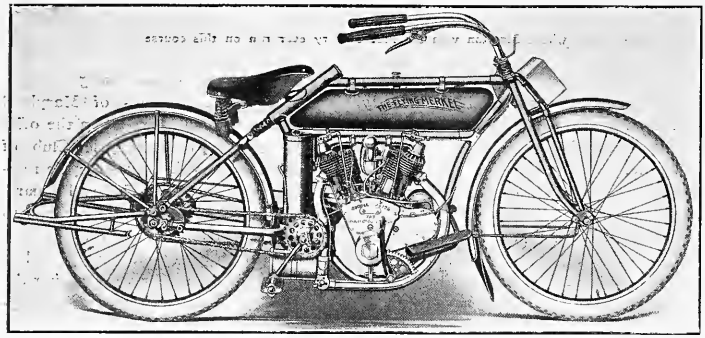
The members of the club are somewhat disappointed by the answer, as they were hoping for immediate action and were anxious to begin the organization of such a regiment, which would have been the first to crop into existence in this country. The riders, however, have not given up hope and will constantly keep the matter before the State Militia leaders, lest they should happen to forget about it. Fortified with logical arguments about the feasibility of such a plan and the innumerable facts to demonstrate the value of such a regiment, the riders feel that ultimate success awaits them. The burden of cost to the state will lie only in supplying guns, ammunition and uniforms, the riders agreeing to furnish the machines and all accessories. If it should be decided that a motorcycle regiment will not be formed, then the club will advocate the organization of a motorcycle ambulance corps.

Lost Machine Recovered by Fruhe

Howard Fruhe, a well-known member of the Quincy (Ill.) Motorcycle Club, lost his machine a short time ago while he was at work at a printing office, and after an all night search for it found it several miles from the place from which it was stolen. As a result of the disappearance he had to buy an entire new casing, as the old one was cut to pieces.

Merkel Offers a Radical Drive System

Planetary Two-speed on Countershaft With Engine Shaft Clutch on Its Leader—Direct Acting Kick Starter Also Fitted—Changes Few on Its Four Models



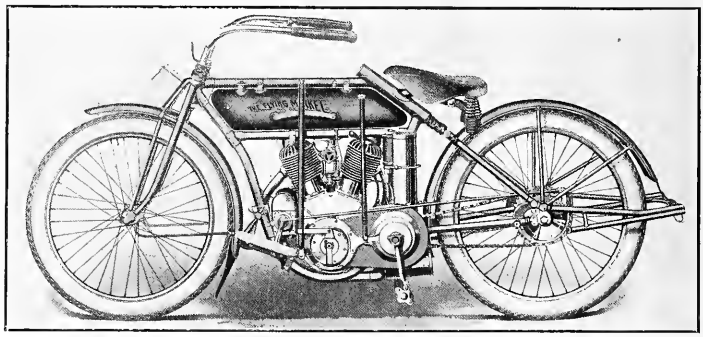
"Flying Merkel" model 575, showing direct acting kick starter. $260

Look to Miami for original features. The latest in motorcycle originality from the Middletown factory is a 1915 Flying Merkel with a two-speed gear of the planetary countershaft type, but, unlike any other similar application to date, also used in conjunction with an Eclipse engine shaft clutch. Another new feature is a direct acting kick starter, which, however, is applied only on one of the four models that comprise the line.

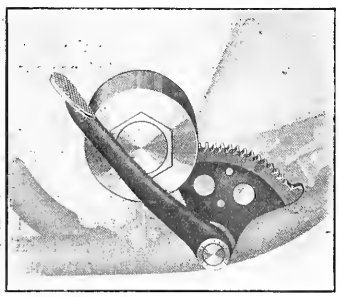
Of the four models, three are seven-horsepower twins. The leader of the line is fitted with both the two-speed and the starter and sells for $260; the twin model at $250 is fitted with two-speed but is without the starter; the third twin is singly geared and sells for the nominal sum of $225, while a similar single lists at $200. All of the models are equipped with footboards and dual braking system.

The application of the Eclipse clutch with the two-speed planetary transmission on the countershaft is in recognition of the fact that when the friction clutches ordinarily used in gearsets of the type are used in starting the vehicle, their limited surface quickly heats up and wears, throwing the mechanism out of "whack," so to speak, and necessitating constant adjustment of the two clutches which are integral with the device. Especially is this so when the machine is used in hilly country, over bad roads or in connection with a sidecar, and it is under these conditions that the two-speed is most wanted. On the other hand, with the limited space at the disposal of the designer, it is practically impossible to fit clutches to the gearset of ample surface to stand up for any considerable length of time. The logical way out of the dilemma, according to the Merkel engineers, is to relieve the necessarily light clutches of the two-speed of the strain incident to starting and provide a clutch specially designed to withstand this strain to carry it. Hence the Eclipse clutch on the engine shaft.

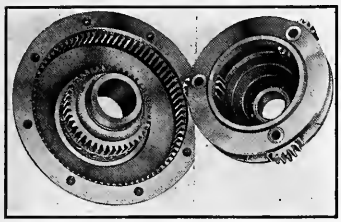
The two-speed device is of very compact and neat design, embracing the use of a gear mounted on a loosely mounted sleeve on the countershaft and formed integral with a double acting cone clutch. Around this gear and meshing with it are three pinions, carried on a yoke to which the driven sprocket which is geared to the rear wheel is keyed. Around this yoke with its teeth meshing with the teeth of the pinions is an internal gear the outside of which forms the male member of one section of the cone clutch. The arrangement is such that by shifting the member of the cone clutch which carries the loose gear it can be brought into engagement either with this male member of the clutch or else it itself becomes the male member entering into a female member representing part of the stationary casing, according to whether a slidable member is pushed in toward the machine or out. Shifting in is accomplished by means of coiled springs mounted on the member itself, while out is effected by means of a worm actuated by the gear shift lever.



"Flying Merkel" model 573, with two-speed planetary transmission on countershaft. $250



Miami direct acting kick starter



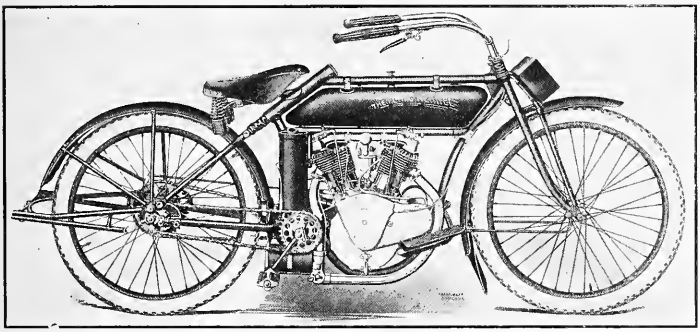
Showing the Miami sun and planet gears

When the clutch is brought into engagement with the casing member, the small central gear is held stationary, and since the large internal gear is chained directly to the clutch on the engine sprocket, it revolves. This being the case the pinions revolve around the stationary gear, carrying the yoke with them, but the circumferential movement of the yoke is but half that of the driving sprocket and consequently the gear reduction is 2 to 1. When the clutch is engaged the other way, the whole gearing is locked together and revolves as a unit and the drive is direct. There is no wear on the pinions or no noise when the high gear is engaged.

The control of the gearset is effected by means of a lever on the left-hand side of the machine convenient to the hand of the rider. It is pointed out that in changing from high to low gear or vice versa it is not necessary to disengage the plate clutch, since the friction clutches in the two-speed itself are sufficient protection against damaged gears or undue shock.

The kick starter which is fitted is quite unlike anything that has heretofore made its appearance. It is of the sector and pinion type, but is novel in that the pinion is mounted directly on the end of the crankshaft, the shaft being prolonged through the timing gearcase for the purpose and is formed integral with a runover clutch of the roller type. The sector which is formed integral with its lever is mounted on one of the motor retaining bolts, in such a position that it engages the teeth of the pinion readily. Upon depression of the lever the roller clutch grips and the motor is given two complete turns. When the motor starts the rollers immediately release the engine shaft and the lever is brought back into normal position by means of a strong spring. When the motor is running there is nothing to jam or rattle. With the device, of course, it is possible to start the motor without placing the machine on the stand.

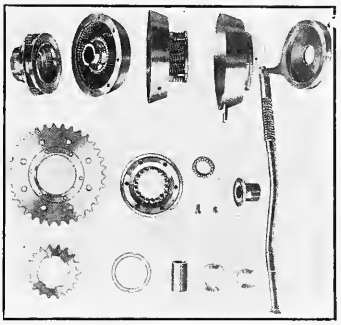
Motor changes throughout the line are few and far between and are chiefly in the nature of detail refinements. A very few minor improvements simply tend to improve the efficiency or promote cleanliness, which is a necessary adjunct to a smooth-running motor.



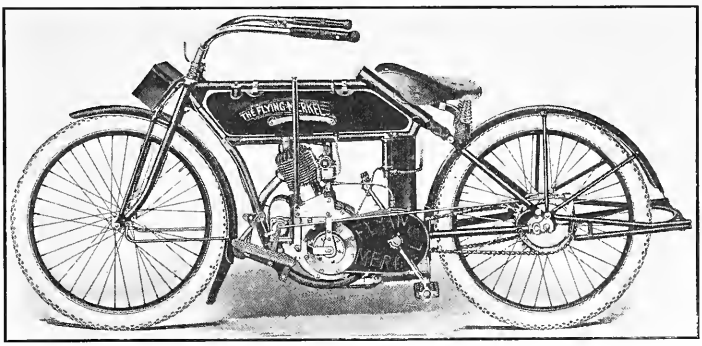
Model 571, single-speed twin, without kick starter. Tool box on front fork. $225

Despite the fitment of the starter to the one twin model, pedals are retained throughout the line, allowing of the motor being spinned to the heart's content as needed.

The forks, frames, handlebars, tanks, and so forth, remain unaltered, the only noticeable change being the fitting of a good-sized tool box on the truss of the front fork, where it is out of the way and at the same time accessible when its contents are needed. Ignition is by means of a Bosch magneto and the mixture is supplied to the cylinders by a Schebler carburetter. Troxel or Persons saddles are optional with the purchaser, as are Federal, Goodyear or U. S. tires. The models other than the two-speeds are fitted with 2¾-inch tires, while on the larger machines 3-inch tires are used exclusively.



Component parts of Miami two-speed gear



Model 541, one-speed single, showing gearset, controlling lever and new footboards. $200

Winners in Baltimore Parade

The prize winners in the motorcycle division of the floral auto parade held in Baltimore, Md., in connection with the Star Spangled Banner Centennial are: First, George W. Coggins, silver loving cup; second, Alfred Mobray, silver loving cup; third, C. B. Mears, man's outfit; fourth, G. Lawson, set of tires; fifth, Charles P. Frank, set of tires; sixth, Henry Zimmerman, loving cup; seventh, Henry Klug, tandem outfit; eighth, Geo. Hause, speedometer; ninth, H. Moorhead, searchlight; tenth, John Booth, electric horn; eleventh, J. Nechamkin, flash light; twelfth, O. O. Miller, flash light.

SPLENDID SHOWING IN PROVIDENCE CLUB RUN

Thirty-three Came in Perfect—Out of Forty-nine Starters Forty-five Finished—MacDonald, in Thor With Sidecar, Had Four Passengers

The eleventh triangular run of the Providence MotorCycle Club, ending on the 4th inst., was declared to be one of the most successful ever held by the club. Forty-five of the 49 starters finished the 140-mile route on schedule time and all who finished will receive medals.

The most remarkable performance of the day was that of 13-year-old Edward Swenson, son of B. A. Swenson, the Providence "Motorcycle Man," who, with a young woman passenger in a sidecar, completed the trip and will receive a medal for his day's sport.

Robert MacDonald, motorcycle dealer at 25 Austin street, made the hit of the run. MacDonald drove his Thor motorcycle and Majestic sidecar around the Providence, Boston-Worcester triangle with a load of four passengers. The party consisted of MacDonald, Mrs. MacDonald and his two sons, Robert, nine years old, and Roy, six.

MacDonald sat on the driving seat. His son Robert was on a tandem seat behind and his wife and Roy sat in the sidecar. There was plenty of room, with the lad on a lower seat in front of his mother.

MacDonald and his riding party were the center of much attention. His nine-horsepower machine went through without a stop. He made Providence to Boston in an hour and 45 minutes, and came from Boston to Worcester in an hour and 25 minutes. He was the second man to the pacemakers, reaching Worcester about 11:30 o'clock. He would not have been late if he got in before 1:04, so that he might have taken his family home for dinner had he chosen.

The riders were paced by W. F. Mann, of Boston; E. A. Lutz, of Pawtucket; A. V. Howe and J. G. Edwards, of Providence. They checked out of Providence in the morning at 7, at Boston at 10, Worcester at 1 P. M., where dinner was had. Then checked in Woonsocket and later in Providence, arriving home between 3 and 4.

After the pacemakers, the riders started out in groups of four. The pace was not too fast, so that even an amateur could follow over the good roads, and the riders proclaimed the pace just right.

There was no loafing at any time, however, because each leg, Providence to Boston, Boston to Worcester, and Worcester to Providence, is 46 miles, and was covered in one hour and a half, giving the riders plenty of time at the check ing stations for lunch and rest.

The run was full of incidents, at one point the pacemakers ran over a skunk in the road and left the animal for the others to encounter. When the ladies in sidecars came along they exclaimed, "Oh, the poor little white kitten!"—until they came up to it. This fatality was the accident of the run.

The record at the finish of the run was as follows:

A. V. Howe, Providence	Indian 7	Perfect
E. A. Lutz, Providence	Indian 7	Perfect
A. J. LaCouture, Pawtucket	Indian 7	Perfect
W. Emin, Stillwater	Indian 7	Perfect
Fred Shogren, Providence	Indian 7	Perfect
F. Marceau, Pawtucket	Yale 7	Perfect
L. B. Scully, Pawtucket	Yale 7	Did not finish
A. Marceau, Pawtucket	Yale 5	Perfect
R. W. Pellett, Danielson	Pope 10	Perfect
L. G. Mason, Newport	Harley-Davidson 8	Perfect
W. A. Austin, Newport	Harley-Davidson 8	Perfect
F. Williams, Providence	Harley-Davidson 5	Perfect
R. McDonald, Worcester	Thor 9	Perfect
Roy McDonald, Worcester	Sidecar	Perfect
Robert McDonald, Worcester		
Mrs. McDonald, Worcester		
B. A. Swenson, Providence	Indian 7	Perfect
Mrs. Swenson, Providence	Sidecar	
E. A. Swenson, Providence	Indian 7	Perfect
Miss Edith Smith, Providence	Sidecar	
C. N. Turner, Danielson	Pope 10	Perfect
J. G. Edwards, Providence	Indian 7	Perfect
Mrs. Edwards, Providence	Sidecar	
Chas. A. Rufrano, Providence	Indian 7	Perfect
Jas. Bamonte, New York	Indian 7	Perfect
W. F. Mann, Boston	Thor 7	Perfect
A. Jackson, Arlington	Thor 7	Perfect
Glenn Crandall, Boston	Thor 7	Perfect
H. Jacobs, Mattapan	Thor 7	Perfect
H. Manson, Cambridge	Thor 7	Perfect
A. Davis, Boston	Thor 7	Perfect
K. Freeman, Boston	Thor 9	Did not finish
Th. Chew, Simerville	Thor 7	Perfect
C. Arnold, Boston	Thor 9	Perfect
H. Mosher, Boston	Thor 9	Perfect
F. Gregoire, Woonsocket	Indian 7	Perfect
B. Trapier, Woonsocket	Indian 7	Perfect
J. A. Marceau, Pawtucket	Yale 7	Perfect
W. Dillon, Pawtucket	Yale 7	Perfect
J. C. Loftus, Providence	Harley-Davidson 8	Perfect
W. Halliday, Providence	Sidecar	
A. B. Colvin, Danielson	Harley-Davidson 8	Perfect

Californians To Form Association

Following the success of the big motorcycle-day celebration in Stockton, Cal., a movement has been put on foot to form a permanent association of Northern California motorcycle clubs for the purpose of keeping the clubs in closer touch with each other. Heretofore the clubs have organized each year for the motorcycle-day festivities, and after the big day disband. It is the plan now to form a central body with one member from each club on the executive board and delegates in proportion to the club membership to attend the annual convention of the association.

Parkhurst Wins at Birmingham

At Birmingham, Ala., on the 5th inst., Red Parkhurst, mounted on a Harley-Davidson, covered 65 miles in one hour. The event was the one-hour national championship, and Parkhurst, on a stripped stock Harley-Davidson, beat Wolters, riding a ported Excelsior, half a lap, and Gene Walker, on an eight-valve Indian, by seven laps. Red's performance was protested on the ground that more than three men worked on his machine, but the judge had already awarded the verdict to the Harley-Davidson speed expert.

Three More Years For MacFarland

Floyd A. MacFarland, the general manager of the Cycle Racing Association, has signed a three-year contract to manage the affairs of the above concern. Since MacFarland has taken hold of the reins of the cycle game he has had tremendous success and the contract signed recently is proof that the members of the above firm think so. Mac will have full charge of signing riders and will act as general manager of the other track controlled by the association.

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ALL GET TOGETHER AND BOOST

When a dealer knocks "the machine down the street" he does himself a lot of harm. It may not show right away but, like the measles, it is going to show some day.

When a dealer talks down the makes of competitors, and talks up his own he puts a reverse English on his line of conversation. A prospective buyer is apt to think of motorcycles as being pretty much the same, whatever their name-plate, and when a dealer spends a lot of time in pointing out defects, real or imaginary, in other models, he lays his own model open to suspicion. What he ought to do every time is to point out the good qualities of motorcycles in general, and show how his own excels. His slogan should be "all motorcycles are good, but ours is just a little bit the best." And then show why it is the best, demonstrating by facts, not promises.

A dealer who knocks other models is mighty like the fellow up the tree, on a limb, who sawed off the limb between himself and the tree. He might do the tree a lot of harm, but he is laying up a big bunch of trouble for himself.

If banks were to say to investors that all other banks were unsound and dishonest, figure how long it would take the investing public to decide that the old stocking behind the chimney was the best place for its money.

The idea in the dealer's mind when he sees a prospect come in the door should be to show him right away what a fine thing a motorcycle is. The prospect when he comes in wants to own a machine, or he is curious, and wants to learn all about it. The dealer ought to try to make him go out wanting a motorcycle; if he does, it is a tangible asset, because the visitor is going to think about what was said to him every time he sees a power-driven two-wheeler go by on the street, and when he does, it will be in terms of what that first dealer said. In other words, the dealer is "in good" with the prospect, and the prospect is more likely to buy because the dealer has boosted instead of knocking motorcycles.

Even if the prospect does not buy at that dealer's he may buy from another firm selling the same make, or from some other man. Some dealers will say that they don't want that—would do anything to prevent it. They fail to see that if they all boost, everyone is going to get his share, and there is business for all. Everyone that boosts does so much for good business, while everyone that knocks drives a nail in his own coffin.

Throw away your hammer and get a horn.

A STEP IN THE RIGHT DIRECTION

As was expected, when the doors swung open on the Chicago show it was quickly revealed that those who have to do with the design and production of two-wheeled vehicles and the parts thereof have done much to make these handy vehicles even more appealing to the man who does not ride than were the models of last year. It is questionable, however, if any step which has been taken along these lines is quite so well directed as the one taken by the manufacturers who have introduced into America the all black, weatherproof machines.

The weatherproof finish, with the metal parts enameled so that tarnish is eliminated and the hard work of keeping a bicycle or a motorcycle looking neat banished, should do much to further the sales of two-wheelers. Especially is this so in the case of sales where the machine is to be used for business or commercial purposes, where every minute that the vehicle is laid up for the purpose of being cleaned or polished lessens its efficiency and worth to the user. An unsightly vehicle, however, can hardly be construed as a good advertisement for the concern making use of it. With the all black finish, the time consumed in making the machine look spic and span is simply the moment it takes to wipe the dust from the surface with a soft rag. There is no need of prolonged shining of metal surfaces, which unshined are an eyesore.

It is to be hoped that the bicycle manufacturers who have had enough foresight to introduce the weatherproof finish on the product will also see the wisdom of applying a finish of the same sort to the motorcycles which they produce.

WITHOUT A PENNANT YOU CAN'T GO ALONG

Motorcyclists Joining in Tercentenary Parade Must Carry Official Emblems —Dealers and Riders Invited to Attend Meeting to Be Held Thursday

"How many pennants can you use either plain or with the name of the motorcycle you handle printed thereon?" This important question is being asked of motorcycle dealers who are urging all interested riders to enter the motorcycle parade to be held in connection with the Tercentenary in New York on October 28th.

Without these pennants motorcyclists will not be permitted to enter the parade, so Mr. Robinson, chairman of the Motorcycle Committee of the New York Commercial Tercentenary Commission, is requesting all dealers to accommodate motorcyclists by supplying them not only with the official pennants but also with the necessary official pennant holders. The committee will furnish in quantities both pennants and holders at a nominal cost, which can be sold or distributed by the dealers, as they choose.

That the costs are really nominal can be seen by referring to the price list. Pennants measuring 12 x 30 inches, with the Tercentenary emblem only, sell in lots of 100 or more at 12½ cents each. If in addition the name of the motorcycle is included, they sell as follows:

Lots of 100.....15 cents each
Lots of 250.....14 cents each
Lots of 500.....13 cents each
Lots of 1,000.....12 cents each

Wire pennant holders, which are also specified as requisites for entering the parade, are attached to clamps for the handlebars. Here are the prices:

Lots of 50.....17½ cents each
Lots of 100.....15 cents each
Lots of 500 or more..12½ cents each

The committee states that no orders can be accepted for less than the quantities stated above at the prices named, and that time should be allowed for shipment when special names are to be attached. Only the official colors can be furnished. These are Nassau orange, with blue and white lettering. If a printed copy of the manufacturer's trademark is sent, every effort will be made to follow it as closely as possible.

Riders and others who buy in retail quantities will he referred to the dealers. Orders should be sent and checks should be drawn to the order of Powhatan Robinson, chairman, 17 Warren street, New York at the earliest opportunity, for a large demand is expected.

As to entries, J. A. Hall, State Commissioner of the F. A. M. and Vice-Chairman of the Committee, will furnish blanks and advice in regard to the formation of the parade and any other particulars. Commissioner Hall's address is 322 East 32nd street, Brooklyn, New York.

Since this is an event of national importance the advertising possibilities of the parade are excellent. Manufacturers ought, therefore, to cooperate with dealers in creating a good showing and making the affair an unparalleled success.

All riders and dealers are invited to attend a meeting at the Automobile Club of America, 247 West 54th street, New York city, October 15th, at 8:30 P. M., where discussions and instructions bearing on the parade will be given.

Walter Rutt Reaches Home and War

Word has been received from Walter Rutt, the world's champion cyclist, who recently returned to his native land, Germany, to fight in the war. Floyd MacFarland received a cable from his wife in Copenhagen, saying that Walter had been in Germany and in the war for the past six days. Rutt left here on the Helig Olav of the Scandinavian line and he was reported captured on board of an Italian steamer and in various other spots. Rutt was wanted for the six-day race in New York, but his being in the battling will prevent that. All of Rutt's bicycle paraphernalia and his trainer, Herman Flamm, are now in Newark.

Clubs to Pay More for Sanctions

By a majority vote of the Board of Directors the following amendment is made to Article 2, Section 2 of the F. A. M. competition rules:

"The charge for sanction for contests for over 100 miles in length to be held on race tracks or race courses, shall be $25 per calendar day. The referee under such sanction to receive $10 per calendar day from the chairman of the competition committee, upon his filing a satisfactory report. Such sanction to be granted only where such track or course is at least one mile in length."

The Board have decided this change advisable in view of the additional amount of work devolving on all officials and the competition chairman in races of over 100 miles in length. In view of such additional work the Board have decided to increase the pay of the referee for such events to an amount more in proportion to such work.

October 12, Taunton, Mass.—Race-meet for motorcycles and bicycles under the auspices of the Taunton Driving Club.

October 12-17, Chicago, Ill.—Third annual motorcycle, bicycle and accessory show in the First Regiment Armory.

October 14, Chicago, Ill.—Quarterly meeting of the Manufacturers' Association at 10 A. M. in the New Southern Hotel.

October 18, Jamaica, Long Island—Endurance run of the Jamaica Motorcycle Club to Bridgeport, Conn.

October 21 and 22, Norton, Kan.—Series of motorcycle racemeets on the half-mile dirt track under the auspices of the Northwestern Kansas Motorcycle Club.

October 25, Macon, Ga.—Motorcycle races in connection with the State Fair, which commences on that date.

November 3-7, San Angelo, Tex.—Series of motorcycle races in connection with the Fall Fair, under the auspices of the motorcycle club of that city.

November 7 and 8, Phoenix, Ariz.—Second annual Coast—Phoenix road race for 470 miles, staged under the auspices of the motorcycle club of Phoenix in cooperation with the Arizona State Fair Commission and the San Diego Motorcycle Club.

November 26, Stamford, Tex.—Motorcycle race at 100 miles.

December 25, Savannah, Ga.—Professional 300-mile road race over Grand Prize automobile course.

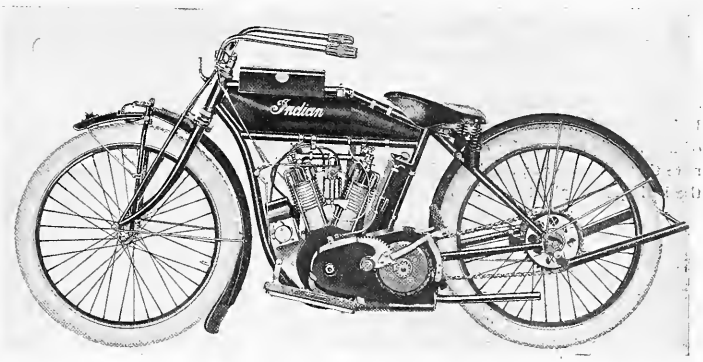
January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

With six events of the championship series still to be staged out of ten, Fred M. Sanborn leads in the race for the speed honors of the Crescent Bicycle Club of Baltimore, Md. The events range from a quarter-mile sprint to a 100-mile road race. The 5, 10, 15 and 25-mile events have been run off. The participants, with their points, follow: Fred M. Sanborn, 18; Welby Sherman, 12; L. M. Sanborn, 10; William T. Wright, 6; L. M. Zeskind, 4; Emory Anderson, 4; Albert Pridgeon, 2; J. Fred Huber, 1.

Lightweight Twins Among Hendee Offerings

Disclosed in One-, Two- and Three-speed Models in the Chicago Show Opening —Weatherproof Service Models Also Embodied in Line—Big Twins, Triply Geared—Many Mechanical Changes

The call for the light weight, or better, the medium weight, twin motorcycle, has at last been answered, for the Hendee Mfg. Co., maker of Indian machines at Springfield, Mass., disclosed to the throngs who crowded the First Regiment Armory in Chicago last night, at the opening of the third national motorcycle, bicycle and accessory show, a machine, or to be more exact, several machines, answering that description. While this machine cannot truthfully be regarded as the first American light weight twin, for the same manufacturer produced a similarly powered model back in 1911, it will be remembered, that it is the first light weight built after modern specifications cannot be gainsaid.



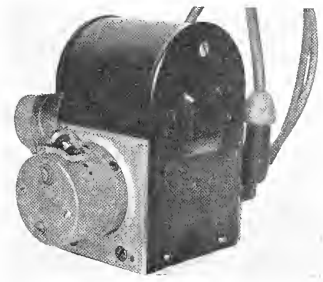
Little twin, single speed model B. A light weight model with rigid frame, 5½ H. P., selling for $210

But interesting as that particular model is, and welcome, it is neither the only interesting nor the only unexpected offering in the Indian line. Indeed ranking equal with it in point of interest, utility and unexpectedness is the all black weatherproof finish that is applied to all the three single-cylinder, service models which are embraced in the line.

And perhaps just at this point a digression in order to toot our own horn for a couple of blasts will not be altogether out of order. Bicycling World and Motorcycle Review, through its editorial columns has constantly been shouting the praises of the lighter weight twin, constantly preaching the doctrine of curbing the weight of the two-wheeler, supporting the light weight in a land where it had not another single friend. The Hendee announcement of a model of the sort is therefore gratifying, to say the least. But no less gratifying is the announcement of the weatherproof finish, which has also been advocated from time to time through the same medium. These two innovations, for after all they are innovative insofar as America is concerned, however orthodox on the other side, cannot help but to redound to the benefit of motorcycling.

But to get back again to the story of the 1915 Indian line, there is still a whole lot more that is new and interesting which came to light at the Indian booth. Yes, there's a three-speed model, several of them, in fact, and two-speed models, and still the one-speed models, and, strange as it may seem even these latter machines are fitted with gearsets —one-speed gearsets, as they are termed. And there is a new foot starter which, if not the acme of simplicity, certainly is very near to being that, and a new clutch which is used on the higher powered models, and a new magneto, and new band brakes, and vanadium steel tubes, and heavy duty forks, and dual clutch control, and new sprocket combinations, and, well, a whole lot of other improvements that are calculated to bring the models to a state of perfection never before achieved.

To begin with, Indian machines bearing the 1915 nameplate are made in four general models, designated as B, C, D and E. These general models, with the exception of the one designated as D, are again subdivided into specific models, according to whether the machines are fitted with one-, two- or three-speed gearsets. Thus, for instance, the B models are the little twins, so that Model B-1 designates the small twin with single speed gearing, B-2 with two-speed gearing, and so forth. Likewise, the C models, which are the large twins, and the E models, which are the single-cylinder service models, are designated 1, 2 or 3, according to whether they are fitted with single, two or three-speed gearsets. There is but one D model, and that is a large twin roadster and is known as the Speedway model. The prices of the smaller twins are as follows. $210 singly geared, $250 with two-speed gearset, and $260 with three-speed geaset. The C models, or the larger twins, sell for $225 in the singly geared model, $265 with two-speed gearset, and $275 in the three-speed type. The Speedway model lists at $250. The single models —E—bring $185, $225 and $235, equipped respectively with one-, two- or three-speed gearset. The prices on most of the models that can be traced from the 1914 machines, it will be noticed, have been reduced slightly, as is made evident by the $15 reduction in price on the single-cylinder singly geared machine.



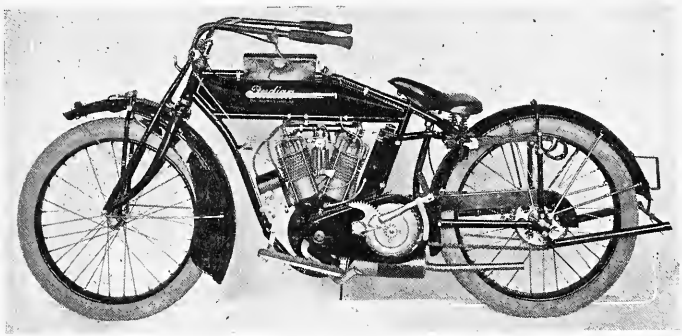
Dixie magneto, showing accessable contacts

The prices given do not include equipment, which was a feature of the Indian machines of last year. The same equipment as was furnished on the fully equipped models last year can be had on any of the 1915 Indians at an additional cost

of $40, provided the equipment is ordered with the machine. This equipment includes a complete electric lighting set, comprising two Witherbee 15-ampere hour storage batteries with containers and means of attachment, electric headlight and tail-light integral with license plate bracket, electric warning signal, and the necessary wiring and switches and a Corbin-Brown rear drive speedometer.

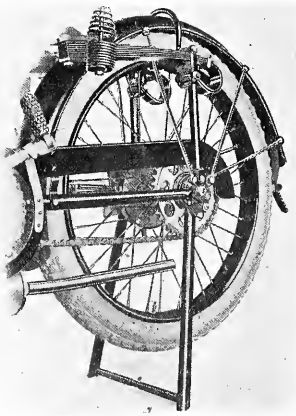
The light weight twin, as was said before, has been brought out to meet the demand for a medium powered twin of light weight, possessing all the stamina and durability of the heavier machines. It is powered with a motor with a bore of 2¾ inches and stroke of 3½ inches—note that the bore and stroke ratio brings the little power plant well into that class known as "long strokes" and which have been proven efficient both in automobile and motorcycle service—and with a piston displacement of 41.58 cubic inches. While the machine is nominally rated at 5½ horsepower, the dynamometer test reveals the fact that all out, it is capable of developing ten horsepower. A feature of the motor which is well worth while noting is that all the bearings and the cam mechanism, as well as the motor base bolts, are of the same size as are used on the large twin, providing a factor of safety that should logically make for long life and lasting "troubleproofness." Incidentally the motor is patterned directly after the larger motor that has always been a feature of the Hendee machine, and save for the size is exactly the same, which should be a guarantee of its perfection.

In line with the policy of keeping the weight as well as the price of this model as low as possible, the spring frame, which is continued almost without alteration on the larger twins and the single models, is not fitted to the light weight, but is replaced with a rigid frame of chrome vanadium steel. The use of this metal came after exhaustive tests showed the possibility of constructing a frame that is said to be ten times as strong as any frame construction heretofore used, while at the same time its weight is less. This tubing has been adopted for all the 1915 Indian models, since the vanadium gives to the steel immense toughness, durability and strength when scientifically introduced by heat treatment, and tubes made of it have been found to be considerably stronger than reinforced tubes made of ordinary steels. Another feature on the same order and which likewise is incorporated in all of the models is the use of Sampson steel screws and bolts. This steel of special analysis and toughness has been found to be very much more durable in service of this sort than the ordinary steel which was heretofore used.

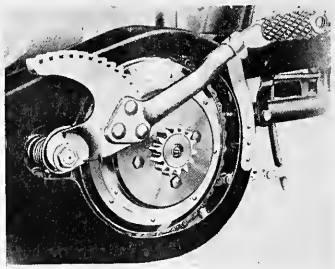


Big twin two-speed model C-2, showing new drop-side mudguards and kick starter. Price, $265

In common with the other 1915 models with the exception of the Speedway model and the single-cylinder models, the little twin is fitted with a new magneto —the Dixie. On the Speedway and the

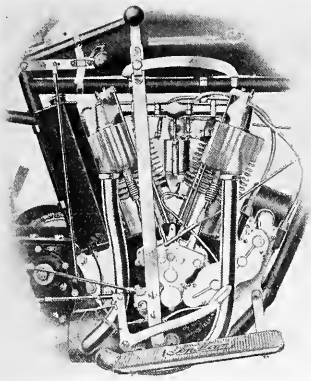


Stand, mudguard braces and starter crank



New kick starter—note deep ratchet teeth

singles, the Splitdorf magneto is retained and indeed the Dixie is a Splitdorf product, but it is made exclusively for use on Indian machines. The magneto is totally different from anything that has heretofore appeared for use in connection with motorcycle ignition, although several magnetos operating on the same principle have given enviable accounts of themselves in automobile service. The device is what is known an an inductor type of magneto, in which the rotation of a cast iron rotor free from any wire or other electrical conductor is caused to alter the path of magnetic lines of force between the pole pieces of a very powerful permanent magnet, and the lines thus altered alternately cross and recross the turns of a coil of wire conveniently placed in the magneto and thereby generate a high tension current in this coil. It will be seen, therefore, that with no revolving windings, and no brushes to collect the current from the armature, the Dixie magneto is quite a bit simpler than the orthodox high tension magneto and it is logical to accept it as less liable to get out of order because of this simplicity. Especially is this within reason when it is pointed out that the circuit breaker, instead of revolving as it does on other types, is stationary and very easily adjusted, and in which the platinum points are located outside and above the breaker box so that they are readily adjusted, that the materials used in the construction of the device are of the very finest, as might be implied when it is made known that it is a Splitdorf product, and that the mechanism of the device is fully enclosed and therefore fully protected against the baneful influences of oil, dust and moisture. With this new magneto, it is said, because of its construction it is possible always to obtain a hot spark regardless of the position of the timing lever, while the instrument is claimed to be very efficient at low speeds. Unlike other instruments on the market and which are best let alone by others than men



Multi-speed change gear control, with magneto

specially trained in the repair of instruments of the sort, with simply a screw driver, the Dixie instrument can be entirely taken apart and put together by a novice without in any way affecting its efficiency, which speaks volumes for the simplicity of the device.

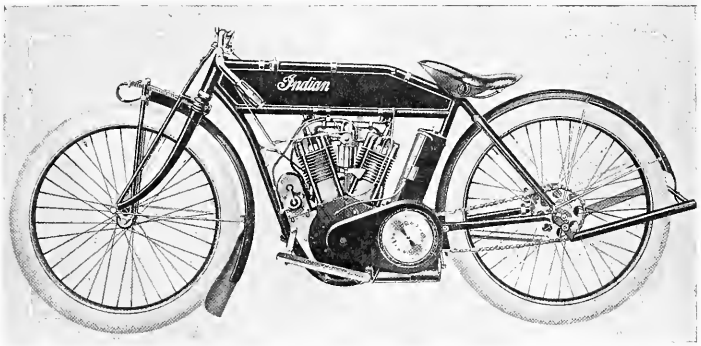
The clutch which is fitted to the little twin models is to all intents and purposes similar to the clutch that has been used on Indians for the past few years and which now is designated as Model A to distinguish it from a larger clutch, Model H, which now is fitted to the larger twins. Important refinements have been made in the smaller clutch, however, which greatly increase its efficiency. Both the back plates and the front plates are heavier, providing a firmer anchorage for the roller studs, while at the same time the springs and the spring cartridges also have been increased in weight. The most important change, however, is the adoption of a roller bearing. This bearing is composed of eight hardened rolls of approximately 11/16 inch diameter. These rolls are flat faced and travel on a hardened and ground steel race ring, each roll being separately mounted on a stud. Being of large diameter, the speed of the rolls is comparatively slow, giving silent operation and a certain smoothness while at the same time wear is decreased. In other respects the clutch is the same as has been used in the past.

The double acting foot lever positioned on the left foot board for the operation of the clutch and which gave so good an account of itself last year, has been retained, but the control of the machine is facilitated by the fitment of a side lever for the control of the clutch as well. The two controls operate together and go a great way toward making for increased safety. The lever is fitted on the right side of the machine, so that it is not necessary to reach over the bar in order to operate it.

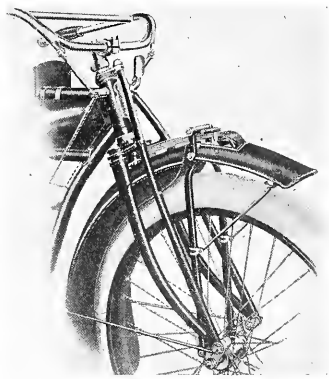
The foot starter differs radically from the starter formerly used. It comprises a quadrant and crank integral which are mounted on a stud anchored to the motor base bolts, insuring a firm and rigid support. This stud is slidable in a slot in the anchor plates in order that the mesh of the quadrant and the pinion on the end of the countershaft which it engages can be adjusted to a nicety. Downward pressure on the crank pedal brings the quadrant into engagement with the pinion on the clutch shaft and turns the motor over. The gear ratio between the sector and the pinion is such that the motor is turned over three turns at each application of the starter, the clutch in the meantime is engaged in order to transmit the power from the countershaft to the engine shaft. The cranking can be effected without the necessity of placing the machine on the stand, however, by putting the gearset lever in the neutral position on any of the models, whether it be a three-, two- or single-speed model, the latter being provided, as was before said, with a sort of gearset which when thrown out of engagement, disengages the countershaft from all connection with the rear wheel. This is a great aid in starting.

When the starting lever has reached the bottom of its stroke, it is automatically returned to the starting position by a heavy coil spring, and when not in use it is held in a convenient position, so that it cannot possibly rattle or work into engagement with the pinion by means of a spring clip. A folding pedal pin is provided which goes a great way toward offsetting the possibility of the pedal being damaged in case the machine should fall. The starter is light in weight, and yet strongly constructed, and permits of no slippage, while the leverage is great enough to make the starting operation very easy. The engine can be started from the saddle, a feature that will appeal to the rider who uses his machine a great deal in traffic. When the starter is in its normal position the quadrant is fully disengaged from the pinion, which revolves with the clutch. The ratchet teeth are deep and heavy, insuring positive grip when engaged by the sector.

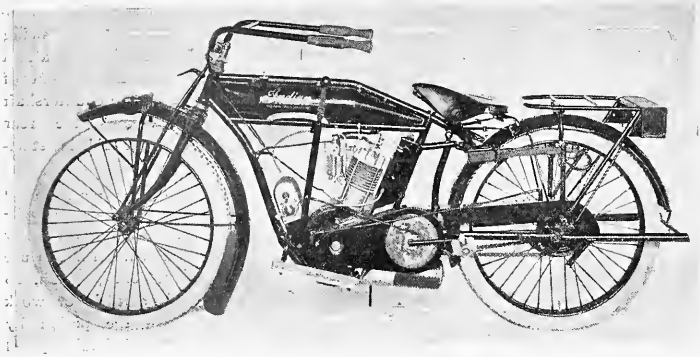
It will be seen that the mechanism eliminates chains and pawls, and all save one spring, a feature that will be readily appreciated. Another feature is that the teeth on the gear and sector are so formed that in case they should meet end on without meshing, a slight rocking of the pedal lever effects the desired result without the necessity of turning the motor over. Back fire is absorbed by means of the clutch, which will slip slightly under the shock, while at the same time both the operator and the mechanism are fully protected in case



Speedway model D-1, with a guaranteed speed of 70 miles an hour, 20 H. P. by dynamometer test. $250



Big twin, heavy duty forks, showing side guards



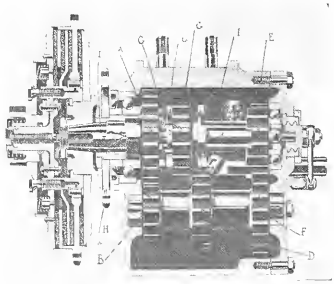
Service model E-1, single speed with new, black weatherproof finish. This model sells for $185

of a real serious back fire by virtue of the fact that the starting lever automatically works out of mesh with the pinion at the top of its stroke.

The three-speed gearset, which can be had on this light twin, of course makes the machine, despite its lightness and comparatively low power, eminently adaptable for sidecar work, while at the same time, as a solo mount, it is ideal for touring. The three-speed gearset is of the sliding gear type and embraces all of the features which have been found to make the Indian two-speed dependable during the past six years. Indeed, in size and appearance the device could hardly be told from the two-speed, while in operation it is much the same. Instead of making use of a simple double faced dog clutch slidably mounted on a shaft and brought first into engagement with, and locked to, a gear on one side and then on the other, as is done in the two-speed, the dog clutch is made in the form of a pinion with teeth on the periphery as well as teeth on either side. High gear and low gear are obtained by sliding this gear to either end of the shaft, the teeth interlocking with those on the respective gears and providing the two diverse ratios in the same manner as on the two-speed. When the slidable gear is about in mid position on its shaft, however, the peripherial teeth are in engagement with another gear carried on the lay shaft, providing the intermediate gearing.

The accompanying sectional illustration shows the operation in detail. As shown, all of the gears are in neutral position. The gear C is the sliding gear, which, when slid to the left until the driving dogs engage with similar dogs on gear A, gives high gear or direct drive. Sliding C in the other direction as far as it will go brings the driving teeth in engagement with the teeth on gear E gives the low gear ratio the drive being through C, E, F, B and A in that order to the sprocket F. When the gear C is positioned so that its peripherial teeth engage with those of the gear D on the lay shaft, intermediate ratio is provided, the drive being through C, D, B and A, in the order named, to the driving sprocket. There are two neutral positions in which none of the speed combinations are connected—as shown by the illustration—and when gear C is not engaged with E, gear A runs free on shaft I. It runs at different speed from the shaft at all times except when high gear is provided. Gears A, B, E and F are always in mesh and do not slide.

Of course, the one-speed gearset of the neutral countershaft clutch, as it is more fittingly called, and which is fitted to the single-speed models, not only of the light twin but of the big twin as well, is something that is entirely new. In reality it is nothing more than a dog clutch which can be thrown into and out of engagement, alternately locking and disjointing two sections of the countershaft and breaking the drive between the countershaft and the friction clutch when it is disengaged. Its purpose is obvious. The mounting of the new Indian starter on the countershaft makes necessary the engagement of the plate clutch before the motor can be turned over; indeed, the clutch, as said before, plays an important part in absorbing shocks due to backfires. Under these conditions, unless some device of the sort were provided it would be impossible to start the machine without the rear wheel revolving, necessitating that the machine be jacked up on the stand. The simplest way to eliminate this difficulty, which is not present on the two- and three-speed models because the gearing can be placed in neutral position, eliminating movement of the wheel, is to provide this dog clutch which in effect does exactly what the two- and three-speed gearsets do when in neutral —breaks the drive between the clutch and the rear wheel.



Section of 3-speed gear and heavy duty clutch

As is the case with the new three-speed, this one-speed has much the same appearance as the two-speed and the dog which slides into and out of position is operated by a small lever conveniently placed on top of the top tube just in front of the saddle. This operating lever and the rods which connects it to the gearset are exactly similar to those used on the two-speed models. When the driving dog is disengaged, it slides up against a bushing on the outer end of its shaft and is locked in or out of mesh by a spring latch dropping into notches in the index plate on the top frame tube.

The fitting of the starter and this neutral countershaft clutch, of course, opens the way for the elimination of pedals and pedal chain gearing even on the single-speed models, so that with the exception of the service model single-speed, the Indians of 1915 are pedalless. Another feature of the device is that it is interchangeable with either of the other types of gearsets.

As for the two-speed, that has not been passed over without refinement, the better to fit it for the heavier work it will be forced to do on the larger twin. Perhaps the most important change that has been made in the device is the alteration that has been made in the shape and in the depth of the teeth on the dog clutch and the corresponding teeth on the sides of the gear wheels with which the dog engages, whereby not only is the engagement of the dog with the respective wheels greatly facilitated, but the load carrying capacity of the device is greatly augmented and the wear and tear on the teeth reduced to a minimum. The teeth now are very broad and the tops slope in toward the base so that the teeth just naturally slide into their respective places without the slightest trouble even when they do meet teeth on. The fitting of a large heavy-

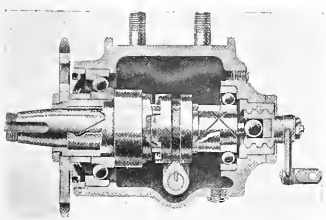
duty combined radial and thrust ball bearing on the main shaft represents another refinement that makes for longer life and freedom from trouble.

On the three-speed models the gearshift lever is positioned on the seat mast tube, and is quite long, so that the top or handle comes convenient to the hand of the operator; a notched quadrant into which a pawl drops by the action of a spring and is released with a button provides the means for keeping the gearset in the proper engagement.

Power is transmitted to the rear wheel through the intermediary of ¼-inch roller chain of ⅝-inch pitch over sprockets that have been chosen to give exceptional speed and hill climbing powers at the same time, and also with a view to obtaining the longest life for the chains. To that end the chains do not work on a short radius, in traveling over the sprockets, and by the same token more quiet operation is attained. The standard gear ratio is 4.2 to 1.

The light weight model, in combination with the other models, will be fitted with hubs, which are made at the Indian plant, as well as with brakes—with the exception of the singly geared service model, which are made in the same plant. The singly geared little twin is fitted with an internal expanding brake of large surface, lined with Raybestos and fully enclosed against dust and dirt, its control being effected by means of a toe lever positioned on the right foot board. The multi-speed models are provided with double internal expanding and external contracting band brakes acting on a large brake drum and embracing substantially the same features of construction as the single band type. The leverage is ample to bring the vehicle to a stop with either of the two brakes applied within a very short distance, while the breaking surface and the area of the metal parts are such that the heat generated is rapidly dispersed and burning of the brake lining is eliminated.

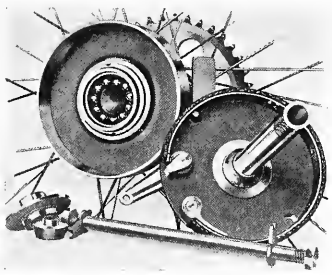
The stand which is fitted to all the models is somewhat different from the one formerly used and at the same time it is more rigid and more rugged. It is of the offset suspension type and all the load is taken by extra heavy forgings and it interferes in no way with the chain brake or axle adjustment when in use.



Neutral countershaft on one-speed models

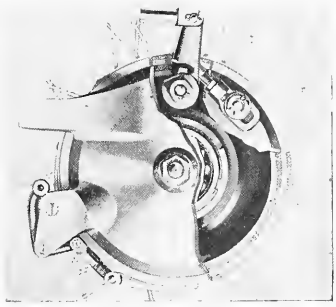
Beaded mudguards are fitted after the pattern of those fitted to the Speedway model, and in conjunction with the big twin heavier braces and one extra brace hold the rear mudguard. Of course, the Indian cradle spring fork is retained in this smaller model, as well as the folding foot boards, while the Indian red finish with nickel trim makes the machines distinctive.

As for the big twin there is really but little to be said concerning that. The power plant, with but a couple of exceptions, is substantially the same as the plants of last year and is nominally rated at 7 horsepower, although on dynamometer test it is said to develop 15. The changes referred to have to do with the lubrication and the muffler and apply also to the small twin power plant. Instead of being split and piped partially to the front cylinder and partially to the timing gearcase, as has heretofore been the case, the oil from the mechanical oil pump all is forced first into the front cylinder, from whence it finds its way readily to the base and from that point is circulated to the various surfaces in need of lubriation by means of the splash system. It is said that this method of distributing the oil results in much more perfect distribution of the lubricant and effectively prevents the supply of oil to the front cylinder being cut off with the usual costly results.



Section internal brake—all models except E-1

As for the muffler, that has been changed to the extent that a new tail pipe is fitted, which parallels the rear fork stay on the left instead of the right side of the machine, but is distanced below the stay instead of the right side alongside of it. The arrangement, it is said, provides for a straighter passage for the gases, relieves any back pressure, keeps the machine clean, makes for greater rear end accessibility and at the same time does not tend to raise the dust from the roadway.



Section Indian internal and external band brakes

The clutch of the larger machine, however, has been considerably revised, emphasizing the effect of the increased popularity of the sidecar on the design of the motorcycle. The clutch embodies the multiple dry plate principle which has proven so successful in past practice. It is of heavier construction throughout than the old clutch, which is retained on the models other than the big twins, although in general design and construction it closely parallels the smaller device. The drive is translated through four Raybestos faced disks, which engage with four polished steel disks and are held in engagement by eight small spiral springs set equal distances apart. These springs are carried on countersunk studs set in the front plate and are a slip fit so that when the cover plate of the spring housing is removed, the springs will not fly out promiscuously, but will remain on their seats. At the same time they can easily be picked off if desired.

There are 16 of these studs, making provision for the insertion of 16 springs, if desired, or any multiple of this number, such as 10, 12, etc.; thus giving an extremely wide range of tension on the driving disks to meet varying road conditions and roads. The studs on which the springs are carried are one-quarter of an inch in diameter. The springs are enclosed in a housing, which excludes all dirt and dust from the mechanism and renders it dust and waterproof. The cover of this plate housing, which is spring pressure on the driving disks. ing plate of the clutch itself, also acts as a tension plate for adjusting the spring pressure on the driving disks. This adjustment is made by four equally spaced hexigon headed screws with countersunk shoulders which pass through the tension plate and find an anchorage in the dogs of the driving claw. These

screws are held in position by both spring tension and also by "dutchmen," or fluted ribs, on their countersunk shoulders which fit into grooves in the beveled seats in the tension plate.

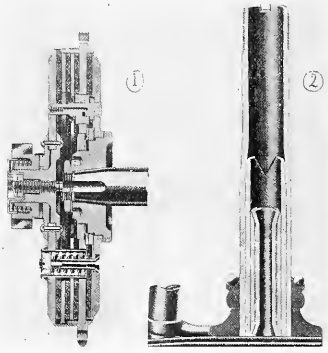
In the roller bearing there are 22 hardened and ground steel rolls, which are caged. This bearing is an exact duplicate in construction of the roller bearing at the big end of the connecting rod, but, of course, is larger. It is pressed and pinned in the clutch sprocket ring. This race ring is easily replaceable. The inner roller bearing is the circumferential face of the four-dog clutch driver which carries the disks.

The clutch driving claw is screwed to the mainshaft driver hub with a left-handed thread and is locked by means of a lip washer and a right threaded nut. Therefore, any tendency for this driver to loosen is resisted by the opposite threaded nut. The driving claw is a drop forging, hardened and ground.

The teeth on the sprockets of this clutch, which is known as Model H, are heavier to take a ⅜-inch chain, the pitch remaining ⅝-inch, as was used last year. There are 38 teeth in this clutch sprocket. The sprocket ring is perforated throughout its inner circumference near the roller race to carry off heat generated by the friction between the disks. This clutch is operated in exactly the same manner as the type A—by a worm and horizontal bar passing through a tunnel in the countershaft. Dual clutch control is provided, as with the smaller twin machines. The gearsets and the brakes are also similar to those fitted on the respective smaller twin models.

The cradle spring frame, which has given such a good account of itself during the past two years, has been retained practically in the same form, though, as was said before, vanadium steel tubing enters into the construction. The front fork—also emphasizing the effect of the sidecar—has been made considerably heavier than heretofore, though in design it remains practically the same. The stem is very heavily reinforced as is made clear by the accompanying cross sectional drawing. The mudguards are exceptionally wide and heavy and the front guards are provided with deep side wings, which undoubtedly will go a great way toward making the vehicle a clean one to ride. As is the case with the little twin, either an Indian Troxel or an Indian Mesinger saddle can be had, while 3-inch Goodyear tires, instead of the 2½-inch tires used on the lighter machine, are supplied. Stand equipment is similar to the small twins and, of course, starter and foot boards are on all three big twin models.

The Speedway model, while it is powered with a motor of the same cylinder capacity as the big twins—60.92 cubic inches—is fitted with specially high cams, large valves and advanced magneto timing, all making for higher speed and greater power. The dynamometer test reveals the fact that this motor is capable of developing a full 20 horsepower, and as evidence of its capabilities the machines are sold under the guarantee



Section of revised clutch used on model A (1). Fork stem showing internal reinforcements (2)

that they can make at least 70 miles an hour. The machine is fitted with light weight forks, cradle spring type, rigid frame, drop bars, Model A clutch, internal expanding brake, foot boards, Goodyear 2¾-inch tires, Indian, Troxel or Mesinger saddle, racing type, and is geared 3.25 to 1.

The service models, as was pointed out before, are unique in that in place of the bright nickel finish which rapidly tarnishes and mars the appearance of the machine, all the bright parts are enameled in jet black japan, making a finish that is at once eye-pleasing, easily kept clean, and durable. The motor is the little single cylinder with bore and stroke of 3¼ x 3 43/64 inches respectively and is conservatively rated at four horsepower, although dynamometer tests have shown it capable of developing fully 7½ horsepower. It is improved as to the lubrication in a manner similar to the twins, and likewise is fitted with the new muffler tail pipe, as well as with heavier motor retaining bolts. The cradle spring frame is provided as well as the cradle fork, while a channel steel stand which is locked to the rear wheel when not in use takes the place of the tubular stand fitted on the other models. Drive is through the smaller clutch and two- or three-speed gear on the multi-speed models, or through solid countershaft on the single-geared model, the neutral countershaft clutch, as well as the kick starter, not being provided on this machine. Starting on the multi-speed models is effected by means of a kick starter similar to that used on the twins, while on the singly-geared machine the orthodox pedals and chain to the rear wheel is provided. Footboards are common to all three singles, as well as a tool box and full equipment and a tubular luggage carrier. On the simplest machine the Indian-Corbin dual control band brake is fitted, while on the multi-speeds the double internal expanding and external brakes are fitted. An Indian saddle, giving low position, is fitted as standard equipment, but the Indian Mesinger padded saddle can be had for $1.50 additional.

The Indian Maid sidecar and the Parcel car are continued as a matter of course, the former listing at $70 while the latter sells for $65.

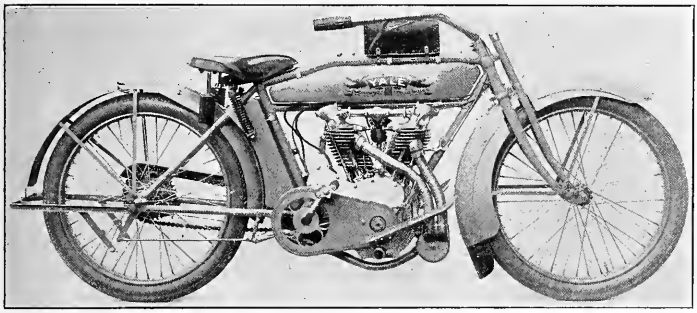
It is pointed out that in addition to the destructive tests to which all the materials used in the construction of Indian motorcycles are constantly being subjected to in the laboratories at Springfield, there is another and more telling test being conducted day and night on a finished machine under actual road conditions. Testers take this machine out in 12-hour shifts, sometimes selecting their own routes, other times going over some particularly bad roads, according to schedule in order to find the weak spots either in the machine or in any of the accessories which go to make up the ensemble. In three months the machine has been driven over 23,000 miles and an exact record is kept of all the gasolene and oil consumed, of all the replacements, and the dates of such repairs, together with the life of the replaced part and a record of any work done on the part or the machine of whatever character.

The testers are furnished with addressed postal cards, which are mailed from specified points in the daily run, verifying the mileage beyond the question of dispute. The machine averages 400 miles daily and is proving to be of the greatest aid in pointing out the weak spots and eliminating them and making the Indian even a better machine than it has been in the past.

Twelve 7-horsepower machines were purchased during the past week by the City of Seattle for the use of the police department. Indian machines have been in the service of the Seattle police department for several years and they have maintained a reputation for consistency.

New Yale Motor Develops Increased Power

Harmonious Lines and Compact Appearance Characterize 1915 Models—New Foot Starter and Footboards Added—Fork Stronger Than Ever —Muffler Easily Controlled by Foot Lever



Model 57 Yale Twin with foot starter, exhaust pipes, muffler, muffler tail pipe and brake lever

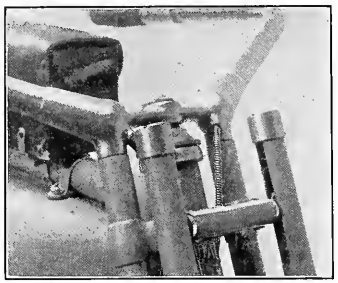
For the coming season Yale motorcycles will be produced in two models, both with the patented Yale planetary transmission as a regular part. The two-cylinder model, rated conservatively according to the accepted American standard on the basis of piston displacement at 7-8 horsepower, incorporates important changes in details of motor design for which is claimed remarkable increase in power and speed.

All pockets, shoulders or collars have been smoothed out of the exhaust and intake passages, and the mixture gets into the cylinders quickly and easily and out after the explosion without resistance or friction to cause back pressure. The gas travels by the most direct way and through passages designed to give most perfect suction to the carburetter and thorough scavenging of burned gases.

Accessible Cutout Should Please

The increase in power of the new Yale motor has been gained by carefully determining correct proportion and size of gas passages so as to move fresh charges in and burned gases out most rapidly, rather than by changing cam outlines to give quick high valve lift. Accurate design and proportion of parts has been counted on to gain this power increase for the new Yale motor without in any way subtracting from its reliability or certainty of operation.

Two separate exhaust pipes of large size lead the gases to the big, new muffler, placed where it gives most direct exhaust without requiring any curves or bends in the exhaust pipes. The muffler is simply a big expansion chamber without any inner walls or baffle plates to obstruct free passage of gases, and is over 100 cubic inches larger in capacity than the Yale muffler of the past season. The gases enter this big chamber, expand and cool, and are led out through a tail pipe leading to the rear of the machine. In addition to giving increased silence of operation this system of silencing results in added efficiency of the motor, as the reduction of back pressure allows development of more power and speed and causes the engine to run cool and sweet even after long continued hard pulls.



Yale front forks. Note new cushion fork caps

A cut-out in the left end of the muffler gives direct exhaust in case the rider wants to hear the report for determining carburetter adjustment, etc. This cut-out is operated by a small lever above the left footboard and is closed automatically when the foot is removed from it, in a manner similar to the cutout on many automobiles. This feature is sure to find strong favor among riders, as it simplifies operation of the muffler and avoids the chance of leaving the muffler open through carelessness when passing through towns or meeting teams on the country road.

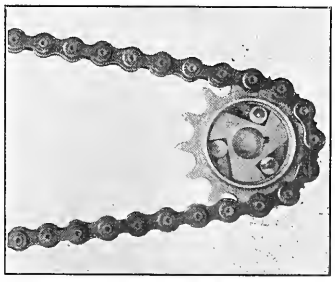
In conjunction with the lines of the new footboards the muffler and exhaust pipes produce a remarkably pleasing effect, giving harmonious lines and a decidedly businesslike, compact appearance that appeals to the rider strongly.

Automobile-size priming cups in the intake housings facilitate easy starting in very cold weather.

Lubrication is by the mechanical oil pump system which was adopted by the Yale three years ago, with the hand pump for emergencies and high speed. Still more thorough oiling of the front cylinder is provided by an oil scoop on the flywheel of the new motor.

New Foot Starter

The new foot starter fitted to the Yale provides for positive, easy starting with the rear wheel on the ground. The pedals are connected direct to the engine shaft by sprockets and chain, with a husky and durable roller ratchet to give instant and positive engagement as soon as the pedal is pressed forward, but running perfectly free when the motor starts. There are three big rollers of hardened tool steel in recesses in a block of the same material, and the rollers grip instantly upon the sprocket's turning for-



Simplicity of foot starter mechanism

ward—no slip or drag or loss of turning power. The motor can be started by a single down push on either pedal or by continuous revolution when desired. The pedal can be rotated backward to the top position for a second push with the same foot when desired.

Two-Speed Refinements

The Yale two-speed gear was deemed so efficient that the only improvements thought possible were in the nature of detail refinements, little improvements intended to make its operation even more uniformly capable and proof against wear.

The low-gear band clutch is faced with a special friction material which has been found to insure smooth, even engagement no matter how suddenly low gear is jammed into action, and which minimizes wear on this part.

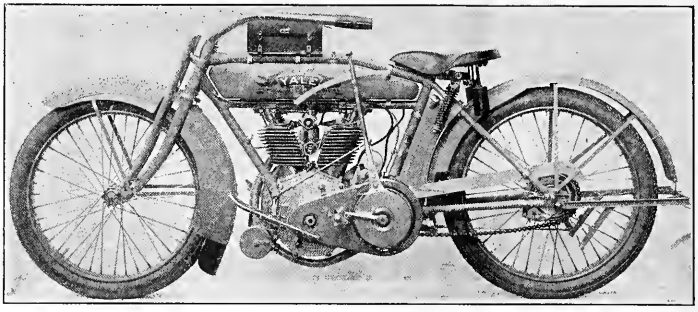
A spacer placed between the shifter-hub cones reduces the effect of wear at this bearing by preserving accurate alignment here so that it runs true even after extremely long service.

The low-gear foot-control lever beside the left footboard is made longer to give greater leverage and more positive action as well as increased flexibility of control.

The brake lever is changed to the right side, so that one foot now controls two-speed engagement while the other commands the powerful band brake.

Comfortable, Roomy Footboards

An added touch of luxury on the new Yale is the generous big footboards with rubber mats and heel supports. These footboards are unusually substantial in construction and curve slightly upward at the forward ends to give very graceful lines and comfortable riding position, and are hinged so as to fold out of harm's way in case of a fall.



Left side view of model 57 Yale twin with cut-out and low-speed operating pedals

Fork Stronger Than Ever

The front fork is increased in strength by use of a new steel specially rolled for the purpose. It is called "half-hard" fork steel and gives great strength, resiliency and endurance. Powerful inner reinforcements are perforated so as to allow the brass to flow freely in brazing, causing the reinforcement to unite perfectly with the steel of the forkside and giving especial strength at these points where strains are to be met. This fork is particularly adapted to the added work of sidecar usage and is designed to give more than sufficient strength for all the heavy work it may be called upon to perform in such service.

The rocker plates are also made far stronger and more enduring, being more than 1/16th-inch thicker than formerly, and are of drop-forged steel.

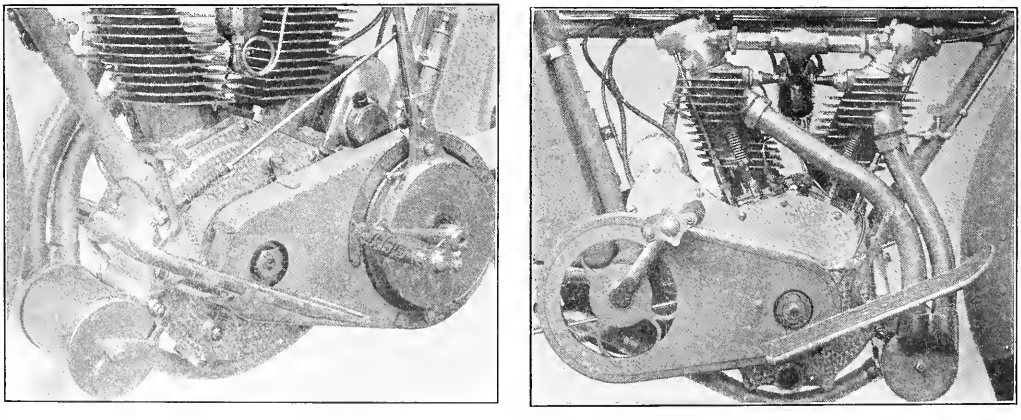
The construction of the top of the cushion fork has been altered slightly by removing the plunger from the center of the springs and putting a dust-tight cap on top. This cap is provided with a slot for a screwdriver so that it can be removed easily at any time. The recoil springs, being extra long and of specially tempered steel, are said to be practically immune to breakage and to give wonderfully easy riding.

Every Detail Cared For

Every little detail throughout the entire machine has received careful attention, apparently no opportunity being neglected to perfect any part where improvement seemed possible. Greater immunity from effects of weather is gained by substituting enamel for nickel on some of the more exposed spots, without sacrificing beauty of appearance. The shock-absorber springs are enameled black, for example, to match the saddle springs, with the yoke gray to harmonize with the frame. The rocker plates of the front fork are also enameled gray.

A new Diamond chain of much heavier design is used, to take care of a greatly increased power of the new motor. The rear drive chain is covered by a neat guard to protect the rider from grease when the chain is generously oiled.

This idea of cleanliness is carried still farther by the new front mudguard with extra wide side aprons to give thorough



Two views of Yale twin motor showing footboard, muffler cut-out, low-speed pedal, foot starter, exhaust pipes and muffler

protection. The hinged rear guard, which has been a Yale feature during the past two years, is continued.

Still Greater Value

Efficiency in methods of manufacture, together with the increased purchasing power gained by the greater volume of production that is planned for the coming season, allows the machine to be sold at the reduced price of $260 for the twin. The single-cylinder model, with two-speed transmission, will sell for $235. The addition of the features described and the reduction of selling price at the same time appears to be a manufacturing achievement which should bring recognition.

Three New Repair-Shops Registered

Repair-shop No. 1085 has been registered. It is on the Santa Fe Trail in Larned, Kan. J. V. Myers is the owner.

S. J. Gibson, 532 Delaware avenue, McComb, Miss., has registered his repair-shop. On the F. A. M. list it is No. 1086.

In San Angelo, Texas, on West Twohig avenue, repair-shop No. 1087 is located. It is called the San Angelo Hardware Co. and Fred Williams is the proprietor.

A newly registered repair-shop is located at The Dalles, Oregon. It is Blunt, Cates & Co., 312 Washington street. It is registered No. 1078.

Johnson Appoints More Advisors

Legal Action Chairman Johnson is keeping right after those legal advisors. Erwin L. Holderman, recommended by the Dayton motorcycle dealers, is going to help the Dayton motorists in their legal troubles.

A. H. Freeman has been chosen as the attorney for Sioux Falls, South Dakota. He is recommended by the Webber Bicycle Co.

President Coffman of the F. A. M. is arranging a get-together meeting with the Motorcycle Club of Columbus. The meeting is to be for the riders of Franklin county and will be held some time this fall.

An authentic story is told of a motorcyclist on the staff of a British magazine who stopped a runaway. The motorcyclist ran alongside the galloping horse, caught hold of the flying reins and shut off his engine. The horse was obliged to tow the dead weight of the man and machine until he tired, when he came to a standstill.

THOR TEAM DECLARED WINNER IN OHIO RUN

Riders Cover Long Route from Cleveland to Toledo—Only Three Out of Thirty-one Fail to Finish—Cox Takes a Bad Spill

The cold, gray morning of October 2nd saw 30 riders dart away from the Hollenden Hotel, Cleveland, on the annual run of the Ohio State F. A. M. The trip they were to undertake was a long one, covering Akron, Canton, Zanesville, Columbus, Cincinnati, and then to the finish on the banks of the Maumee. The factory teams were numerous, representatives from most of the principle factories being on hand.

The first day's run saw a long route covered, the riders arriving in Columbus after a grind of 244.4 miles. Poage, No. 30, hit a street car on this day and was forced to drop out. The second day saw the riders start out with undiminished energy, and make Cincinnati before nightfall, a distance of 233.5 miles. The accident of this day was when Cox threw a tire going down hill, and had a bad spill, putting him out of the run.

When the men reached Toledo at the end of the run they had covered 229 miles that day, a total of 707 miles.

The Thor team was declared the winner, for consistency, and will receive the Toledo News-Bee's silver cup for the winning professional team. A diamond medal is to be awarded to the most consistent individual rider, one to a professional and another to an amateur. Those men who were fortunate enough to figure in the 1,000 class will receive gold medals, and those scoring from 900 to 999, silver medals. R. F. McConnell was the referee.

How Harley-Davidson Remy system of electric lighting penetrates darkness

List of penalizations—(not official):

I. Jacobs, Indian	998
W. Teubner, Indian	999
E. Baker, Indian	998
E. Hawkins, Thor	998
H. Lipstreu, Thor	998
T. Boyer, Thor	998
W. McMiller, Yale	995
W. Bailey, Yale	995
H. Wessling, Yale	995
H. Sill, Henderson	991
C. Brude, Henderson	Out
F. Beyer, Henderson	992
J. Campbell, Harley-Davidson	985
H. Jameson, Harley-Davidson	985
H. Scherer, Harley-Davidson	985
P. Brehmer, Indian	915
F. Price, Indian	915
R. Miller, Indian	915
C. Waughop, Dayton	964
H. Meyers, Harley-Davidson	979
S. Kinsey, Harley-Davidson	Out
R. Brehner, Indian	980
A. Rockou, Excelsior	987
E. Cox, Yale	Out
W. Moore, Harley-Davidson	958
H. George, Harley-Davidson	973
W. Sharer, De Luxe	972
E. Huberty, Indian	987
L. Nieswitz, Indian	980
H. Poage, Harley-Davidson	Out
G. Sellers, Harley-Davidson	991

The Indian arrival at Columbus was protested by Lipreu, of the Thor team, who put affidavits into the hands of McConnell, alleging that Indians arrived there 19 minutes early.

Goullet and Lawson Win Honors

Alfred Goullet, the Australian, and Iver Lawson, of Sale Lake City, defeated Frank Kramer and Joe Fogler, the Americans, in a team match at the New Haven track, Friday night, 9th inst., taking the match in straight heats. Tim Sullivan, the localite, accounted for the amateur match from Willie Hanley, of San Francisco, and Fred Herbert, of Fall River.

The summary:

One-mile team match, professional—Won by Alfred Goullet, Australia, and Iver Lawson, Salt Lake City; second, Frank Kramer, East Orange, and Joe Fogler, Brooklyn. Won in straight heats. Times, 2:00 and 2:16⅗.

One-mile match race, amateur—Won by T. Sullivan; second, W. Hanley; third, F. Herbert. Won in straight heats. Times, 2:40 and 2:34.

Half-mile handicap, amateur—Won by H. Jehan; second, G. Wilson; third, F. Jehan. Time, 0:56⅗.

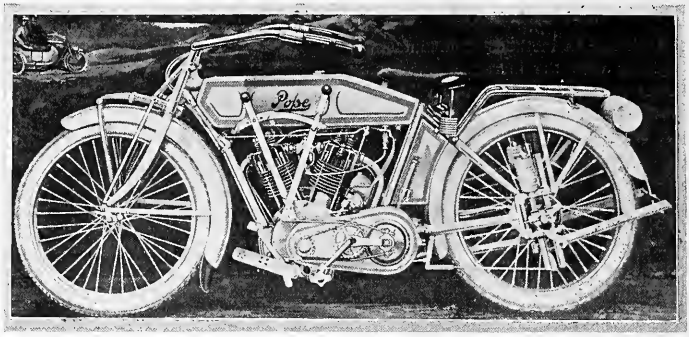
Two-mile open, amateur—Won by W. Hanley; second, E. Madden; third, T. Sullivan. Time, 4:29.

Five-mile motor-paced match—Won by M. Bedell in straight heats; second, E. Collins. Times, 8:54 and 9:02.

Two-mile motorcycle race, professional—Won by J. Hunter; second, C. Stein. Time, 3:12.

Pope Line Discloses Detail Refinements

Many Changes of Minor Character Embodied in the Six Models From the Westfield Plant—Use of Heat Treated Alloy Steels and Lubrication Improvements Typical

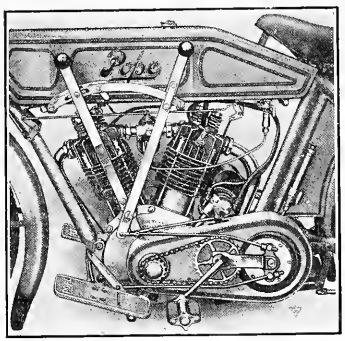


Model R-15, the seven horsepower Pope leader, has two speeds and sells for $275

The motorcycle show at Chicago is bringing to light a decided tendency on the part of motorcycle manufacturers to follow closely in the footsteps of the manufacturers and apply the methods used by the designers of the larger motor vehicles, which have made the automobile the dependable vehicle that it is today. And at no booth is this tendency more pronounced than at the one of the Pope Mfg. Co., of Westfield, Mass. Perhaps, nay, undoubtedly, this is as it should be, for besides being pioneers in bicycle and motorcycle manufacture, it will be remembered that the Pope company was also a pioneer automobile builder and has learned many a lesson which it is now applying to its motorcycles.

Perhaps the most pronounced automobile tendency to be noticed at the Pope booth is that toward the use of special alloy steels, properly heat treated, in order to fit them for varying classes of service in the construction of the Pope machines. The steels of the springs, of the rocker arms, of the guide rods in the rear suspension, and in several other less noticeable but equally important places, have been altered with a view of decreasing wear and breakage and the troubles incident to such happenings to the very minimum.

There are six models included in the Pope line for 1915, embracing two two-speed models and one short coupled racing model. The leader of the line is a seven-horsepower Model R two-speed which sells for $275. Model L twin single speed sells for $240; Model S, the short coupled speedster twin, for $260; Model M, five-horsepower single chain with Eclipse two-speed, for $230, and without two-speed for $200, and Model H, four-horsepower single belt for $150.

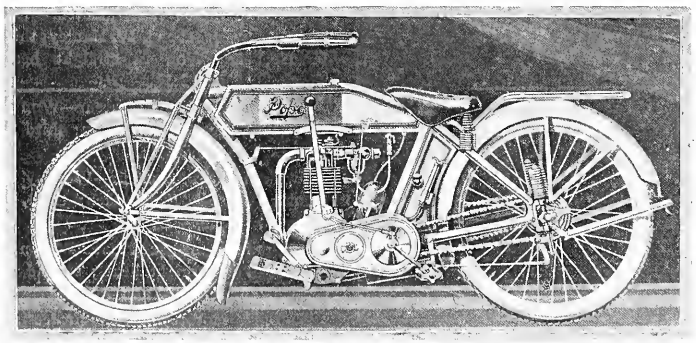


"Power plant" of the Pope Model R-15

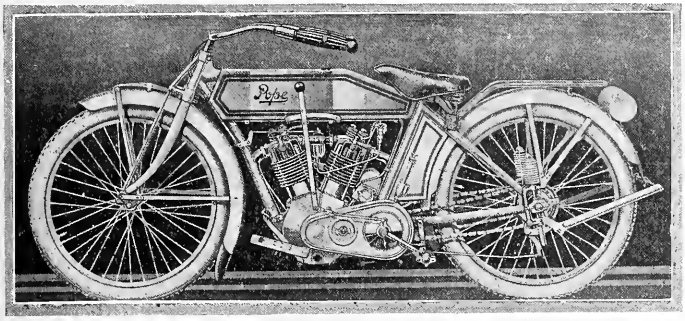
Great pride is taken in the fact that there is an extremely limited number of modifications deemed desirable on the two-speed twin, these being chiefly in the nature of refinements tending toward ease of control or decrease of the necessary care on the part of the rider. Indeed, it might truthfully be said that about the only changes in the entire Pope line are refinements—there is nothing that is radically different from last year.

Yes, there is, too, and that's on the two-speed. It's that alteration in control. It's a very ingenious clutch control arrangement that will appeal to the rider who goes through much traffic. In brief, the foot lever used on the 1914 model for the operation of the brake has been so connected with the clutch actuation lever through a swivel joint that a simple downward pressure of the foot will release the clutch, and further movement will apply the brake. This movement, however, in no wise affects the hand lever, which is held where put on the quadrant by means of a frictional shoe. The clutch can still be controlled by means of the hand lever, but by the same token the operation of this latter control in no wise affects the foot lever, nor does it apply the brake.

A brief consideration of the points involved in this mechanism will bring out many points of advantage, chief among which may be cited the fact that the entire control of the machine, either in ordinary operation or in emergencies, lies in the single movement of one foot. Furthermore, one foot is left free to balance



Pope Model M-15, five horsepower single chain without Eclipse two-speed, sells for $200



Pope Model L-15, twin single speed, incorporating a number of refinements. sells for $240

when riding over rough roads or through sand, and at the same time there is no need to remove the hands from the handlebars.

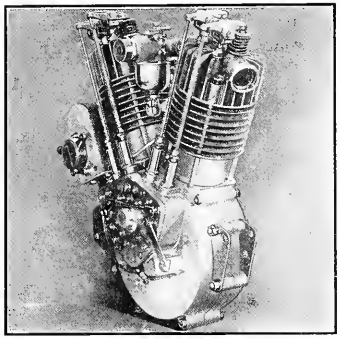
The swivel slip connections of the control rods, permitting the hand side lever to remain stationary when using the foot control, make it possible to set the hand lever so that there is just enough clutch slippage to meet the requirements of load and road, with the insurance that the clutch will always return to the same adjustment after having been released by means of the foot control without necessitating further adjustment on the part of the rider.

The oiling system of the motor has been altered somewhat with a view of obtaining perfect distribution of the lubricant between the two cylinders and at the same time forcing an ample supply of oil to other surfaces besides the cylinder walls which are in need of lubrication. A safeguard to prevent over oiling of the cylinders and fouled plugs which result therefrom has been fitted. As was pointed out before, the chief changes in the motor are represented by the use of special alloy steel in the valves, valve springs and rockers.

The starting clutch has been altered by the substitution of roller bearings for the previously used cone type of ball bearings, and all starter parts are ground after hardening, insuring uniformity in action and impossibility of binding or dragging.

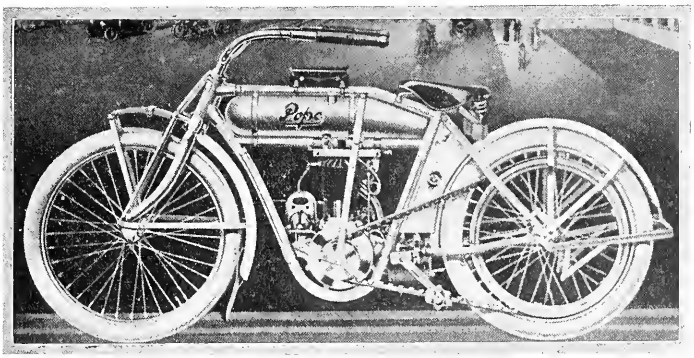
Because of the increasing use of the sidecar with the two-speed model, and particularly because many riders have found that the motor is capable of carrying them through road conditions heretofore considered impassable, it has been deemed advisable to so further improve the clutch used on this model as to obtain under all conditions of use, even after abnormally hard driving, a wonderful flexibility of operation and smoothness of action. The clutch has been so redesigned by the makers as to fulfill these requirements to a "T," so to speak.

The single-speed twin incorporates quite a number of refinements. The fork crown has been widened and patterned after the crown which has given such good service on the two-speed model and which permits of the one-piece construction of the front guard. This also separates the two stems of the bar slightly and the bar itself has been altered slightly in shape, providing a rear drop toward the grips, making for greater comfort. The front fork spring leaves have been slightly modified in form and are made of finer alloy metal than has heretofore been used. The frame has been reinforced more strongly to take care of all strain incident on sidecar use. The rods in the rear spring suspension are now made of special alloy steel, which has given a good account of itself in use on the two-speed model. The gasolene tanks are now fastened to a separate strip, clamped to the top tube of the frame, which, together with tank hangers on the truss tube, provide a system of fastening that obviates any tendency to strain the threads cut into the frame tubes. Moreover, all the parts fastened to the tank, including the outlet flanges, etc., are internally locked. Both of the tanks are fitted with threaded stop cocks so that in case of damage to either one the other can be shut off and used independently.



Pope twin cylinder engine

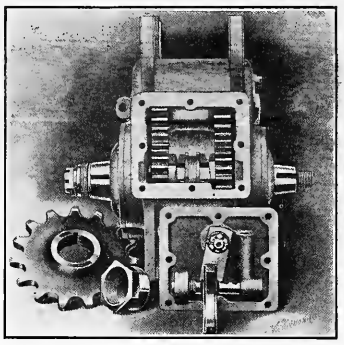
The combination of oil tank and tool box that was formerly used has given way to a tank used for the lubricant only. This is made narrower and shorter, for increased clearance and accessibility. All the joints are double lock seamed and the tank rests on a leather cushion support and is fastened to the rear mudguard by means of studs, avoiding any strain on the seams of the container. The filler is increased in size and the outlet is equipped with a shutoff cock incorporating a gauze strainer, insuring the clarity of the oil which enters the automatic oil pump. The hand pump is made separable from the tank and is the same as has always been used on the two-speed model. A large tool box, cylindrical, is mounted on the rear mudguard and furnishes ample room for a generous supply of tools and spares. An ingenious arrangement is provided by means of which the tool box cover is



Pope Model H-15, four horsepower single, belt drive, sells for $150

fastened with a snap pin catch, which is positive and eliminates any possibility of rattle.

The same changes in the motor that were made in the two-speed model apply also on the Model L motor. The lower housing of the gears in the magneto drive system is made entirely grease and dust proof, insuring positive lubrication of these parts. The work gear on the magneto has been changed to a straight face gear. The location of the mechanical oiler on the crankcase has been altered, permitting the placing of a vent at the top of the air pocket, eliminating trapped air and its consequential interference with the oil flow. The pump recess is now shut off from the interior of the crankcase and the plunger bushing has been increased in length, permitting a more efficient seal against air leakage. The double ball check has been so altered that the first check takes its seal directly in the end of the plunger bushing.



Pope two-speed meachanism

All the pistons are ground to their final finish, resulting in an absolutely round, smooth and true surface, eliminating friction and insuring proper lubrication. A slight modification in the exhaust pipe connections and in the pipes themselves allows the use of single-piece pipes connecting the engine and the muffler.

In brief, the alterations to both the motor and the frame of the Model M machine are along the same lines as have been followed in the improvement of the Model L. The shape of the oil tank has been altered slightly to provide greater chain clearance and a strainer has been added to the gasolene tank to rid of sediment the fuel passing to the carburetter. With the exception of a slight change to the front spring support tubes, giving greater elasticity and the utilization of more alloy steel in certain parts where greater life could be obtained by such substitution, the Model H machine has not been otherwise changed.

Pope Bicycles Also Show Refinements

That the year 1915 is to be known in motorcycle circles as the year marking the introduction into America of the three-speed gear is undoubted, but that it also marks the introduction of the three-speed device on American bicycles is not so widely known. Such is the case, however, for the Pope Mfg. Co. has announced that any of its chain types of bicycles will be fitted with the famous Sturmey-Archer three-speed gear with combined coaster brake at the option of the purchaser.

The Sturmey-Archer gear is by no means new, having created an enviable record for years of good service since its introduction in England. Its light weight, rugged construction, absence of complicated parts, it is pointed out, all go toward making the device meet with instant favor.

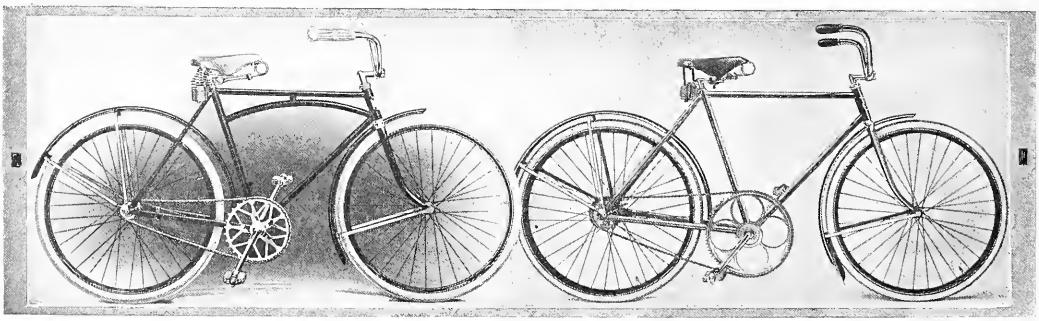
But the two-speed gear has not been cast into the discard, insofar as the Pope line is concerned, for the Pope chainless wheels which are to be the leaders of the line for the coming season are to be equipped, where so desired, with gearing providing two ratios. In announcing that the chainless models are to be the leaders, it is pointed out that because of its complete protection of the driving mechanism from exposure and its fine riding qualities its use has so increased that last season's output doubled that of the year previous. This year the machines are regularly fitted with mudguards and are made in two types, the rigid and cushion frame models.

One of the new Pope features which is to be incorporated in the 1915 output is the fitting of the various models embraced in the line with especially designed tires with stylish and durable treads, making the varying lines even more enhancing and attractive.

Three new models have been added to the line. Probably the most interesting is the Defiance, embracing the use of a frame with a true rib arch, making for exceptional strength and at the same time enhancing the appearance of the machine. The Seminole Special is a new heavy service delivery outfit, with a frame of 1⅛-inch tubing, tandem spokes and a pannier type of wire basket carrier over the rear mudguard. The Pope Special has a long wheelbase and is equipped with an 80-tooth sprocket and equipment which makes it extremely eye-pleasing and attractive.

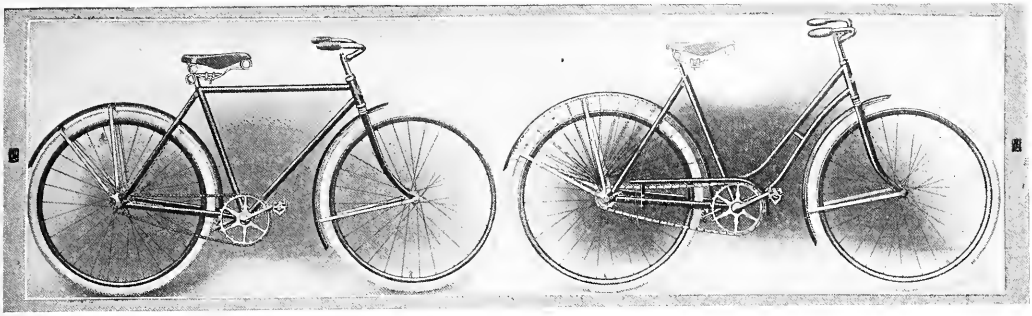
The Pope model now is fitted with a 30-tooth sprocket of entirely new design and has a longer wheelbase than formerly was the case, as well as a new type of front hub.

The standard lines, such as the Columbia, Rambler, Cleveland, Tribune, Crescent, Monarch and Imperial are continued with their strongly marked in-



Pope Defiance, showing true rib arch

Pope Special with a long wheelbase



New Pope Juveniles with coaster brakes in 20, 14 and 26 inch frames selling for $25, $27.50 and $30, respectively

dividualities, but embrace many minor refinements which tend to still greater strength and at the same time easier propulsion of the machines.

A mechanical point in the construction of the Pope bicycle and one appreciated by every rider, is the fact that all bearing parts are highly polished on the surface where wearing strain comes. Eighteen gauge seamless steel tubing is used in all the road models, although the racing types are made from 20 gauge stock.

A great point of advantage in the Pope method of construction, it is pointed out, lies in the forming of the frame head, at which point the head tube and branches are spun together by special machinery, thus making a joint rigid and of unusual strength.

Wherever possible joints are dip brazed, for by this process the entire surface of the joint is evenly heated and the flux and brazing material are given ample opportunity thoroughly to cover the point to be united. After brazing, the joints are cooled slowly and the contraction of the metal as it cools forms a joint remarkably strong.

The well-known Morrow, Musselman and Coaster brakes will be supplied on the various models. The new Person's Red Wing saddles which are used on Pope bicycles give a comfort to the rider greater than ever before afforded, and with the beautiful tires, which include white with blue tread, gray with red tread, etc., produce artistic effects which blend with the utility of the machine and are bound to delight the trade.

Oregon Stages Motorcycle Show

At the Oregon State Fair, held at Salem, Oregon, last week, motorcycles occupied an important place. Not only did the exhibition include the late models of all the well-known makes of machines but also a number of the now ancient machines were on view for comparison with the up-to-date machines.

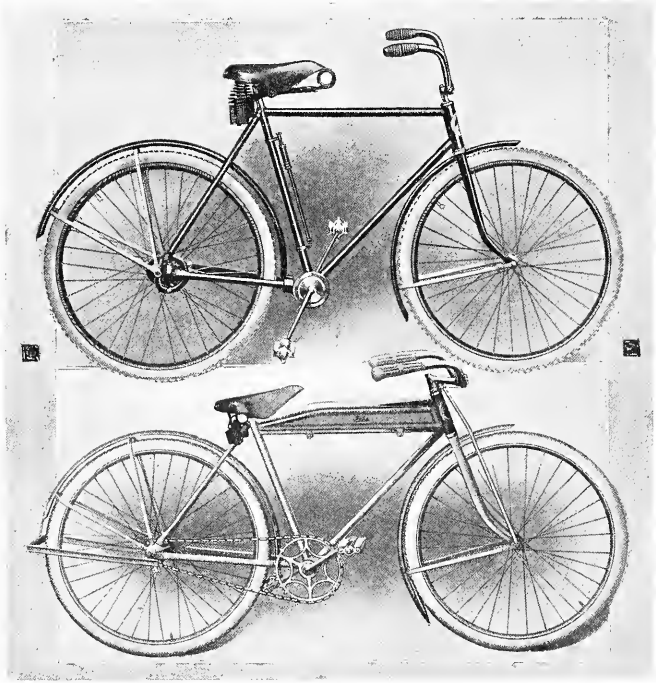
Making Spare Moments Valuable

In the store of a certain dealer one Saturday afternoon sat two salesmen. Each was at his own desk and each was reading out of a book. The proprietor came along with a visitor. The men looked up and smiled but both continued their reading.

"What they got, a new sales manual?" inquired the visitor.

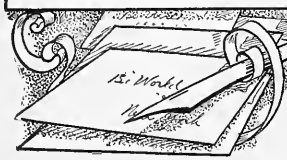
"No," said the boss; "it's a little book on the 'knack of selling,' given as a premium with a certain business magazine. My partner and I got hold of a copy and we told the boys about it and they are all keen for it. You see, if they read things it keeps them out of a rut. It sharpens their wits. It makes them think. It makes them better salesmen and keener men.

"Frankly, it's a pleasure to recommend a book or a magazine to these boys, because they get so much out of it. The man at the first desk is said to be one of the best salesmen in this city and from our experience we believe his reputation is deserved. He is a reader. He is everlastingly on the lookout for better ideas and newer methods, and between reading and observation he has trained himself for big things. He rarely misses a sale."



Pope Chainless and Motor Bike. The Motor Bike can be fitted with Sturmey-Archer three-speed gear at option of buyer, and the Chainless model with the two-speed gear

From the Pen Points of Writing Riders



Changed His Machine Into a Two-Speed

Editor Bicycling World and Motorcycle Review:

For the benefit of owners who have regular model motorcycles and wish to make two-speed machines of them, I am writing you of my experience with a two-speed rear hub put in by 1914 Indian machine. I bought an Eclipse two-speed hub and brake complete, made by the Eclipse Machine Co., Elmira, N. Y., through Houston & Meyer, dealers of this city. Mr. Houston himself installed the hub and am glad to say it worked fine. There are several ways the brake lever and gear shift can be mounted on different machines and I used on my Indian the regular Indian brake pedal on the right side of my machine and bent the pedal on the left side of the machine to suit the occasion. I gave my two-speed every test I could think of and it came out with flying colors and has done good service pulling a sidecar ever since the device was installed.

Would be glad to give any information concerning my two-speed hub to any member of the F. A. M. upon receipt of a letter asking for same.

H. C. Bellows,
P. O. Box 387, Shreveport, La.

Says Editorial Unfair to His Club

Editor Bicycling World and Motorcycle Review:

I beg the right to take exceptions to an editorial in September 29th issue of your paper, in which you mention the name of the Bay State M. C. endurance run.

I believe that you were either jumping at conclusions or were wrongfully informed. The terrible accidents that you picture in print were not reported to me as referee or to the club in any such manner as you have them in print.

The fact that a rider ran into an automobile and another through the fence of a bridge does not make out your statement that it was a gruelling road contest. If you had taken the trouble to look up the schedule between Portland and St. Johnsbury you would have found that it called for an average speed of 15 miles per hour, which was reasonable.

The facts are, that dealers and manufacturers will persist in entering men and boys of little or no experience, furnish them with machines to ride, and tell them to get through. These are statements that I know to be true.

The run was scheduled all daylight riding to eliminate accidents that have happened in other runs. I believe it was uncalled for and out of place for you to single out this club to knock on endurance runs when you look back on some of the accidents that have happened in runs that I could mention run under the name of other clubs in this state.

I have been a subscriber to your paper for two years and always believed you to be fair, and think under the circumstances it would be no more than right for you to print this letter in an early issue, letting the people, that have read the article I have referred to, have a chance to see the matter as it stands.

The run was in every way a success, 44 starting and 32 finishing perfect.

John H. Wing,
131 Myrtle street, Melrose, Mass.

Suggestions to Stop Gruelling Races

Editor Bicycling World and Motorcycle Review:

Your editorial, "Runs vs. Gruelling Road Races," is a timely article. The tendency for clubs to increase their scheduled time each succeeding run has become universal.

In 1908 the New Jersey Club scheduled its run at 15⅓ miles per hour, while in 1914 on the Baltimore run we maintained a 20-mile per hour schedule. In two of the runs staged recently in New York city the schedule has been 25-30 miles per hour, the result being contestants had to ride 40-45 miles per hour to maintain their average time. Imagine riding at that speed down Broadway. Is it a wonder that several of the riders were arrested? They all should have been locked up. This had a boomerang effect upon the sport. The riders will be afraid to enter such a type of run, as the chances of winning are too slim; also the motorcycle will be condemned by the parents of future prospective riders.

The reason for these speedy schedules is to aid the promoting club in cutting down the expense of purchase of medals. Motorcyclists have often wondered why the New Jersey Club has charged a $3 entry fee, and the answer is because we try to award a medal to every starter. Anyone who has pluck to continue in a run when he is hopelessly behind schedule is deserving of some award. We awarded 37 medals in our 1914 run, five being to survivors who were two hours behind their schedule at some points.

Another item in which the New Jersey Club seems to be alone is the awarding of accessory prizes. These should go to amateurs only. The factory riders and local agents are in the game and will receive financial rewards for their performances, while an individual owner is not benefitted by his winning outside the medal or accessory prize he may be awarded.

The New Jersey Club has been contemplating an increase in the scheduled time for the 1915 run, but having the interest of the good old game of motorcycling at heart will keep the speed down to 20 miles per hour. In England the motorcyclists have not increased the speed of their runs, but have penalized repairs along the road and have added sealed tool boxes to the restrictions. This seems to be the more sane way of elimination and here is a solution for the club that wants hut a small field to finish with perfect scores.

Yours for the sport,
"Goslin."

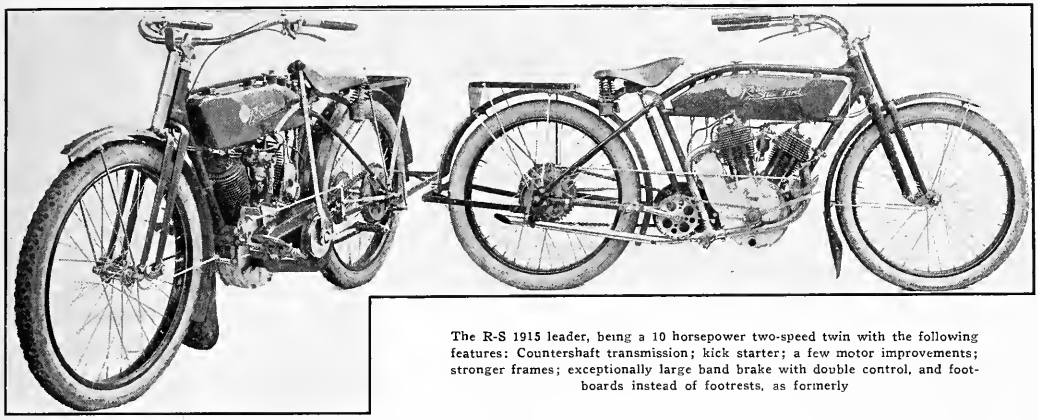
Johnson Appoints Worcester Man

Worcester, September 28.—Charles F. Campbell, one of the brightest among the younger lawyers of Worcester, has been named as F. A. M. counsel by William H. Johnson, Chicago, national chairman of the Legal Action Committee of the organization.

The appointment is due to a visit of E. R. Compton, of the Eclipse factory, who was delegated to look over the field and make the selection. Mr. Campbell is one of the best known among the lawyers of the city. He was for three years chairman of the Democratic City Committee and one year acted as chairman of Governor Foss' campaign committee for the state. Motorcyclists will be glad to hear of this popular appointment.

R-S Takes to Countershaft Drive System

Abandons Undergeared Drive and Cone Clutch for Eclipse Disk Clutch on Countershaft—Pedal Type of Starter is Adopted on all Models—Eclipse Two-Speed Gearing Optional



The R-S 1915 leader, being a 10 horsepower two-speed twin with the following features: Countershaft transmission; kick starter; a few motor improvements; stronger frames; exceptionally large band brake with double control, and footboards instead of footrests, as formerly

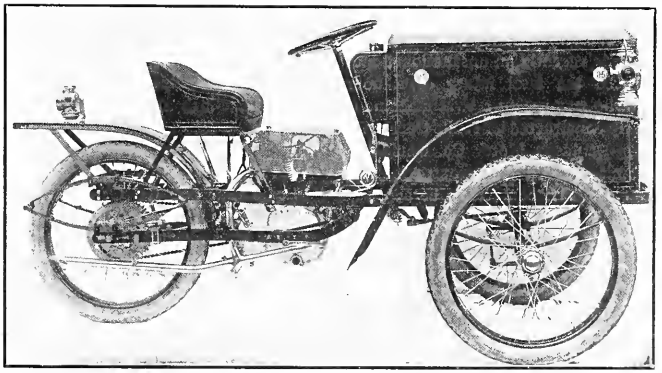
Instead of seven models, which were embraced in the last year's R-S line, there will be but four of the Reading-built models under the 1915 nameplate. The leader of the new line is the ten-horsepower two-speed twin, the other models being a singly-geared ten-horsepower twin and two single models of five-horsepower, with and without two-speed equipment. The eight-horsepower models and the combination drive model, it will be noticed, have been discontinued.

Perhaps the most noticeable feature of the new line is the adoption of the countershaft type of transmission in place of the undergeared drive through a single chain, which always has been an R-S feature. Hardly less startling is the face-about representing the substitution of a multiple disk clutch for the leather-faced cone clutch, which has also been an R-S individuality. The clutch which is used is the well-known Eclipse and it is positioned on the countershaft and operated by means of a side lever positioned on the left side of the machine convenient to the hand of the operator.

In place of the two-speed gear incorporated in unit power plant form with the motor, which was used on the last year's machines, the new models on the two-speed order are equipped with Eclipse rear hub gearsets.

One of the most important improvements is the fitting of a kick starter so that the motor can be turned over without the necessity of placing the machine on the stand. The starter is of the run-over clutch type, a simple roller type of clutch being placed on the countershaft through the intermediary of which power from the pedals is transmitted to the motor. When the pedals are revolved forward, the rolls are wedged between a wheel keyed to the countershaft and a collar on which the chain sprocket is mounted, so that the sprocket is in reality locked to the countershaft and constrained to rotate with it, turning over the motor through the chain gearing. When the motor starts the rolls roll back into their neutral chambers, releasing the sprocket and freeing the countershaft from engagement with the motor.

Motor improvements are few and far between, it having been found that the motors are just about as good as can be. The connecting rod big ends are now fitted with roller bearings and an auxiliary air inlet has been placed in the intake manifold to provide additional air to dilute the mixture at high speeds and during very warm weather. The muffler takes the form of a long exhaust pipe extending back past the rear hub and which provides volume enough effectively to cool and expand the gases without incurring backpressure, so that the report is effectively silenced. A cut-



The new R-S delivery van of the three-wheeler type

out is provided where the two exhaust pipes from the cylinders enter this long exhaust pipe.

The frames have been made considerably stronger, especially at the rear fork stays, which are quite a bit heavier than those formerly used, and the front reach tube, which has been provided with additional reinforcement, as has the top bar of the frame. Fishtail reinforcements in the front fork make it still stronger, the better to stand strain, and a much stronger and at the same time more resilient head spring adds to the easy riding qualities o the machine.

The exceptionally large band brake is provided with double control, so that it can be applied either with the toe of the right foot by means of a foot lever positioned on the right footboard, or by means of a very powerful hand lever positioned on the left horn of the handlebar. Footboards, giving a comfortable, easy position, replace the footrests used last year, with controls placed so that they can be conveniently operated by the feet of the rider. Change of gear on the two-speed models is effected by means of a heel and toe lever on the left footboard.

The R-S delivery van of the three-wheeler type is included in the line for the coming year. It was fully described in a previous issue.

Harley-Davidson Wars on Outlaws

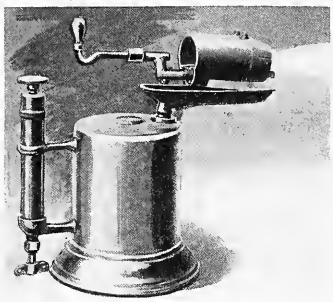
Every salesman on the road for the Harley-Davidson Motor Co.., of Milwaukee, Wis., has received from headquarters notice to assist in the fight against outlawed races. Each has been instructed to urge all dealers, in behalf of the company, that it is to their interests to support and boost the F. A. M. and to see that all events in their locality are under the sanction of the national organization.

Where the endorsement of that body has been lacking, motorcycle competitions have gone far to swell the toll of deaths and list of accidents. In Eugene, Ore., only recently an unsanctioned meet witnessed the fatal injury of a noted rider who was racing a twin machine on a poorly constructed half-mile track. The Harley-Davidson Motor Co. would help to eliminate such dangerous conditions by requiring all contests to be approved by the F. A. M. It believes that only through a control of that kind can the sport be standardized and made safe.

During the past few months some of the best riders have been suspended by the national organization for entering unofficial races, and in several cases the riders have not known that a sanction was necessary. As a matter of fact, it is required in all competitions, whether closed club events or not. The Harley-Davidson salesman will ask dealers to appraise riders of this important regulation, so that the time may be hastened when outlawed races will be a thing of the past.

Hauck Produces New Torch

A newly designed kerosene torch for motorcycle or bicycle repairs, said to be economical, efficient and safe, has just been placed on the market by the Hauck Mfg. Co., of Brooklyn, N. Y. Kerosene having more heating units than gasolene; the flame of the Hauck torch possesses an intense heat, which can be utilized in brazing bicycle or motorcycle frames, straightening shafts and frames or burning off paint.



Hauck's non-sooting kerosene torch

Two distinct features differentiate the Hauck product from other torches. These are the burner, which is so arranged that all oil passageways can be cleaned instantly by removing only one plug; and the special oil needle valve by which the flame can be regulated instantly to any size, from 8 inches to the finest point. The last named feature affords use in a wider range of work than is possible with the ordinary gasolene torch of the same capacity.

The flame, guaranteed not to soot or smoke, has an intensity unaffected by heat or cold, which will, for instance, heat a one-inch shaft red hot in three minutes.

Goodyear Co. Distributes Displays

Some time ago the Goodyear Tire & Rubber Co. became interested in window display as a means of increasing sales of tires by dealers. A first national window display campaign was prepared and carried out with such satisfactory results, that a window display department has been organized as a regular part of Goodyear sales activities.

When the proposition was first broached there were many objections within as well as without, the Goodyear organization. "It may be all right to sell dry goods that way," was a frequent comment, "but when it comes to tires the same rules do not apply."

But the Goodyear experts have proved that the show window of the tire dealer, if properly used, is one of his best salesmen.

Charles Speed, the expert window display man employed by Goodyear from the Marshall Field forces in Chicago, has now completed permanent display outfits, which are now being distributed to dealers throughout the country. These are helping to convince dealers of the value of advertising generally and are actually increasing sales.

In this display campaign they have proved conclusively that the tire buyer is as much attracted by a tasty display of tires as any shoppers are by attractive displays of clothing or other necessities or comforts of life.

Motor Products Co. moved their Detroit sales and service station to more commodious quarters. This removal was due to the great increase in business. The new address is 762 Woodward avenue, Detroit, Mich.

Wesley House has taken the Flying Merkel for Wheeling, W. Va. He is located in the Joyce cafe on Market street. He will also handle the Indian. The store is known as the Chicago Cycle & Sporting Goods Co.

Considerably over 100 motorcyclists of La Grande, Ore., are making the round trip between that city and Pendleton, Ore., to visit the annual "Round-up" and incidentally doing a lot of boosting for the motorcycle racemeet to be held in La Grande in 1915.

The inspector of the Ohio Dairy Co. of Toledo has covered more than 10,000 on his motorcycle since last May, riding over all sorts of roads, cattle paths, lanes, and even through pastures and meadows, and says his two-wheeler has never failed him.

W. E. Wandersee, of the Wandersee Co., of Detroit, Mich., declares that it has been a banner year for him. The firm has sold four or five carloads of Harley-Davidsons, it is said, which is a record for the company.

The St. Louis office of the Stewart Speedometer Co. has been moved to larger quarters at 3206 Locust.

Following the Dealers' Movements

The Ashbourne Cycle Co., Burlington, Ia., distributers for the Indian motorcycle for Southeast Iowa, exhibited three models at the recent home exhibition given at the Burlington Coliseum. The electric lighted twins were the center of attraction and many good prospects were lined up during the week's show. E. G. Marquedt, manager of the company, reports that they have had a successful year and the parcel delivery service they put on in the city at the beginning of the season has proved very successful and he intends to add to the equipment next year and increase the scope of the business.

The Hawkeye Motorcycle Club engineered a sociability run to New London and Mount Pleasant, Ia., recently. Several of the boys carried tandem passengers and the girls all voted the affair a great success. The members of the club expect to repeat the run in the near future.

R. M. Martin, Harley-Davidson agent at Keokuk, Ia., spent several days at the State Fair, Springfield. Ill. He plans to enlarge his agency next year as his 1914 sales were far beyond his expectations for his first season. Martin operates the leading pool hall in Keokuk and has found several good customers among the patrons of his billiard tables, and has also received many tips from them as to possible purchasers. He has been enabled to carry on both businesses with success and intends to extend his territory for the 1915 season.

Jas. Ingles, agent for the Indian motorcycle at Springfield, Ill., expects to build a new garage next spring and reports a very successful season this year.

Will Hostetler, manager of the Bloomington Bicycle Co., was well pleased with his first year in business and expects to add a leading motorcycle agency to his interests for the next season.

Paul Gott, Harley-Davidson distributer for Peoria, Ill., has moved into his new building at 819 Maine street., where he has doubled the floor space over his old location. He has had a most successful season, having sold over 50 machines, mostly twins.

A sneakthief stole several dollars from the till in Arthur Johnson's Motorcycle Garage at Rockford, Ill. Now the boys who are on duty at the garage are on the warpath for the culprit and it will be a sorry day for him when they catch him.

Victor Sandenn, traveler for the Chicago Cycle Supply Co. in Iowa and Illinois, was a guest of the Harley-Davidson Club at Fort Dodge, Ia., recently. The party spent the day out in the country, where they had a big blowout.

C. J. Morse, Indian agent at Monmouth, Ill., closed a very successful season and reports that practically all of his sales this year were for twins and that he has received many inquiries for light-weight models.

The Read Cycle Co., Harley-Davidson distributers in East St. Louis and vicinity, report the sale of 36 twins and two singles during the past season, and have sold a sidecar outfit to Dr. Ribes, who uses the machine daily in making his professional calls. John Denyr, the rural route carrier at Collinsville, Ill., bought a twin from the Read Cycle Co. and now the patrons on his route receive their mail in one-half the time they formerly did, and are well pleased with the innovation. A machine was purchased by the Safety Loan Co., of East St. Louis, and the concern uses it daily in its collection work.

Geo. Price, the well-known rider of St. Louis, has opened an up-to-date repair-shop at 308 North 20th street, in that city, and he was out the other day electrifying the crowds along 12th street with a Yale sidecar outfit and demonstrated he could tip the sidecar at almost any angle and still prevent it from turning over.

The Hurck Motor & Cycle Co., Indian agent at St. Louis, report a successful year for commercial sales, having sold 18 machines, all twins, to the Bell Telephone Co., three to the Electric Light Co. of Missouri, two to the Union Fuel & Coal Co., one to the Union Electric Light Co., and one to the Feilbach Salt Co., for the use of their Southern Illinois salesman, has proven that they can cover three times the ground that they could by train.

Glen Willis, agent for Harley-Davidsons at Golden, Ill., demonstrated the pulling qualities of the motorcycle when he hitched his 1914 twin to a large delivery wagon and seated six members of the local band in the wagon and, hauled them all over the town while the band played all the latest airs, including "My Motorcycle Girl." This proved to be a good advertisement for the enterprising dealer.

Johannes Bros., Excelsior agents at Springfield, Ill., have opened their motorcycle garage at 3rd and Cook streets, and stocked the house with a full line of parts and accessories. In addition to the Excelsior they handle the Henderson, Emblem, and Thor.

Oschner & Weber, Ford dealers at Fort Madison, Ia., have taken the agency for the Indian motorcycle for that city and vicinity. They are located in their new building on 2nd street, where they have ample facilities for looking after their trade.

John E. Hogg, formerly a traveling representative and later a member of the factory sales staff of the Hendee Mfg. Co., of Springfield, Mass., is now connected with Will C. Risden, distributer of the Indian motorcycle in Southern California. Hogg will act not only in the capacity of private secretary, but also as general field representative throughout the territory covered by Risden's establishment.

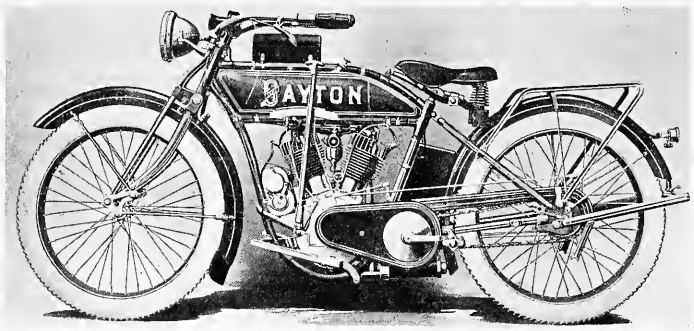
The latest addition to the road force of the Excelsior Cycle Co., of Chicago, is C. C. Cone, of South Bend, Ind., a young man who has had several years' experience in both the retail and wholesale sides of the bicycle supply business.

Last year he covered the territory around Chicago for the Excelsior Cycle Supply Co., thus making many acquaintances in the territory that he will now cover for the Excelsior company.

His bailiwick will be a large part of the Middle West, but his particular attention will be given to Michigan, Indiana, Illinois, Wisconsin and Iowa.

Husky Daytons to Have New Power Plant

Davis Sewing Machine Company Brings Out Eight Models, Four of Which Are Powered by Davis Designed Motor—Spacke De Luxe Retained on Others—Electric Equipment Included



Model C-4, eight horsepower two-speeder, with Dayton motor and electric equipment, price $305

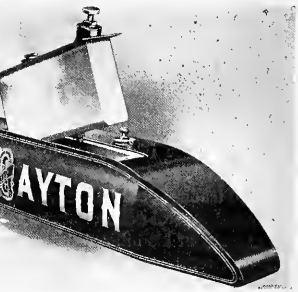
Eight twin-cylinder models, four of which are two-speeds and four of which are equipped with the new Splitdorf combined electric lighting and ignition system, are embraced by the Dayton line, made by the Davis Sewing Machine Co., Dayton, O. Four of the models are powered with the larger of the two Spacke motors, rated at nine horsepower, which have always been a feature of Dayton machines, while the other quartet are powered with a new motor of Davis make which is rated at eight horsepower although it is claimed that the plant is perfectly capable of developing a full 11 horsepower. Two of the smaller machines are two-speeds, as well as a pair of the larger machines. The same holds true with regard to the electrical equipment.

The new Dayton motor, which has a bore and stroke of 3 5/16 x 3½ inches respectively, does not differ widely from accepted motorcycle motor practice. The cylinders are cast with the heads integral, and with large cooling fins around the valve pockets, effectively cooling the motor at this point and going a great way to eliminate unequal expansion of the metal due to its irregular shape. Overhead mechanical inlet valves with adjustable tappets and silencer springs on the hardened steel rocker arms are fitted, and both inlet and exhaust valves are operated by more than ordinarily large cams internally geared to the protruding end of the engine crankshaft. The magneto is positioned on a bracket formed on the case and is at the front of the motor and is gear driven from the engine shaft through a suitably enclosed gear train. The motor is of clean-cut design, with pockets and corners in the base eliminated and the base itself highly polished, greatly facilitating the operation of cleaning. In the case of two of the motors the spark is provided by a Splitdorf magneto, while on the other two the Splitdorf combined magneto and dynamo provides the ignition.

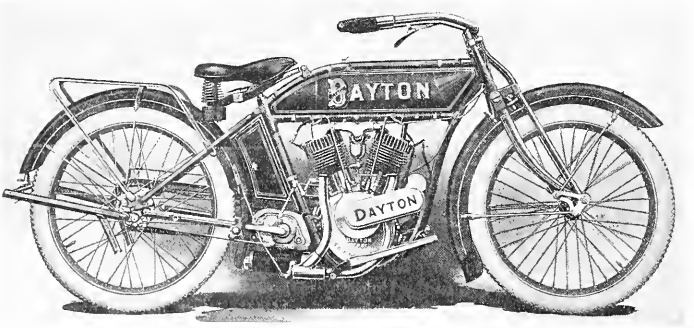
Footboards and an ingenious step starter embracing the use of the pedals and a runover clutch are fitted to all the models. The original Dayton fork of the hinged type and with a very long leaf spring under the mudguard has been still further improved by a rocker arm of special shape which is so designed that the fork will absorb shocks from no matter which angle they strike the wheel.

Another original idea is introduced on the new models. This is in the tank construction, the oil tank being made separable from the gasolene tank and fitted into a pocket formed in the top of the latter and packed with a gasket. The arrangement precludes all possibility of the oil tank leaking, due to the strain, and emptying its contents into the fuel tank. The oil tank can be removed bodily from the fuel tank with but very little trouble. The two-speed device of the sliding dog clutch type, in which the gears are always in mesh, has been improved to the extent that a firmer anchorage is provided for the mechanism in its housing, making it absolutely rigid.

The Eclipse countershaft clutch is retained on all the models save the four



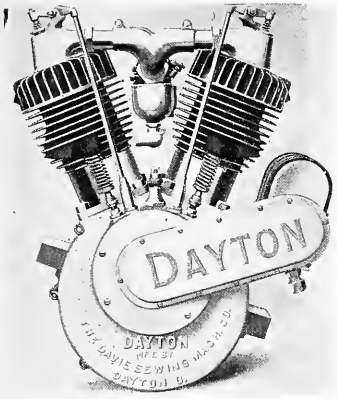
Gasolene tank with separable oil tank



Model C-3, eight horsepower two-speeder, with Eclipse clutch on countershaft, price $265

two-speeds, which are fitted with dry plate clutches of Dayton manufacture. The automobile type band brake of ample proportions is retained on the new models and double control is provided. The control of the clutch on the singly-geared models is invested in a simple side lever, while on the two-speed models the lever is arranged to rotate as well as tilt, the rotation being utilized to effect the gearshift.

The electrical equipment comprises, besides the dynamo which replaces the magneto, a 20-ampere hour storage battery of special design to render its use perfectly safe and practicable in connection with the motorcycle and which is housed in a special container under the saddle, a torpedo type headlight with both pilot bulb and a large bulb for



New Dayton power plant

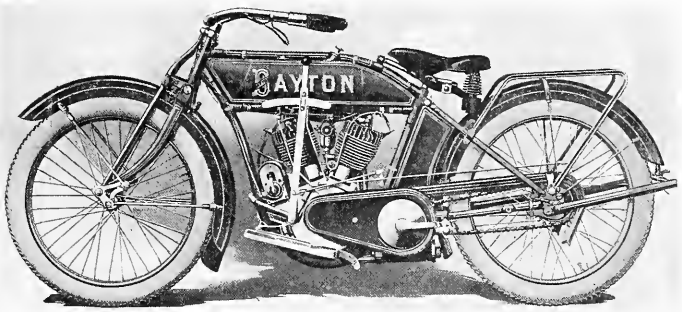
use in touring on dark roads, a tail light and an electric warning signal.

Among the many minor improvements in the line are a full length guard for the rear chain and a channel steel luggage carrier, which is fitted to all models.

The price of the smaller machine singly geared and with Splitdorf magneto, is $240; with electrical equipment, $280; with plain magneto and two-speed, $265; with both electrical equipment and two-speed, $305. The price of the larger machine with Bosch magneto, singly geared, is $265; with electrical equipment, $305; with two-speed and plain magneto, $290; with two-speed and electrical equipment, $330.

Choice of United States, Goodyear or Federal 3-inch tires and Troxel or Persons saddle is left to the purchaser. In all cases the finish is Davis carmine.

This color has always been a distinctive feature of the Dayton power-driven two-wheeler since the first Dayton bicycle appeared on the market many years ago. It has always been most popular with the riders of both types of cycles.



Model C-1, 8 H. P. single-speeder, with Dayton motor and Eclipse clutch on countershaft, price $240

Watch For This Stolen Machine

A reward of $25 is offered by the F. A. M. for the recovery of a Henderson motorcycle which was stolen from Samuel W. Bryant, 12 Mechanic street, Allston, Mass. The motor number is 2,966. It was taken on September 30th from in front of the Hub Motorcycle Store on Columbus avenue, Boston, Mass.

A Harley-Davidson twin, 1914, motor number 4,146-H, has been stolen. The machine was taken from Andrew Effinger, 152 Mulberry street, Rochester, N. Y.

C. L. Byram, Engine Co. No. 23, Washington, D. C., reports the theft of his Harley-Davidson, motor No. 1,626-D.

Another Harley-Davidson twin was stolen from M. J. Lowenberg, 25 West 125th street, New York city. This machine, a 1913 model, motor No. 1031-E, was stolen on September 29th.

On October 2nd the thief jinx visited E. H. Bedell, Glen Cove, Long Island, New York. His Harley-Davidson, model 10-A, motor No. 1121-CF, was stolen.

Stierle Bros., Marshfield, Wis., report the theft of Harley-Davidson 1914 twin, motor No. 12305-H. The thief is described as being a very short, dark man, about 5 feet 3 inches in height.

Concentrate on Real Prospects

"Why it should be so I do not know, but there is real need for every dealer to impress upon his salesmen the desirability of concentration on real prospects instead of working on near-prospects," said a well-known dealer.

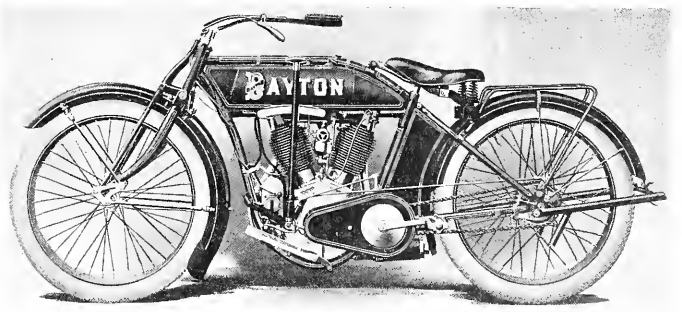
There is little doubt but that that is the trouble with the work of salesmen in many lines, but it is particularly the sort of error into which a salesman having so many possible prospects as the average salesman is likely to fall.

The near-prospects are valuable, of course. But it is the real prospects—the fellows who have actually made up their minds to buy a motorcycle, having funds to carry out their desires—that will immediately repay the work spent upon them. And what the salesman wants, and what the dealer wants, is not glory, but a big bankroll made fat through many sales.

Let the near-prospects slide. Land the real ones. Concentrate on them. Think over every point that would have a bearing on the case and build your selling talk around these points.

Many who work hard wonder why they don't get greater results. It is because they don't make their efforts count.

They try to cover territory rather than to close orders.



Model C-7, 9 H. P. two-speeder, with De Luxe motor and Davis clutch, price $290

Egg Takes Revenge on McNamara

Oscar Egg, of Switzerland, unpaced champion of Europe, took revenge on Reginald McNamara, of Australia, in a 15-mile tandem-paced race at the Velodrome, Newark, N. J., on the 11th inst., by defeating his conqueror of one week ago. Aided by the pacing of Frank L. Kramer, the American champion, and Alfred Goullet, of Australia, Egg opened up a gap of 50 yards on his Australian rival in the last mile and won by that margin.

Robert Spears, of Australia, scored a clever victory over Caesar Moretti, of Italy, in their two-thirds-mile match race. Alfred Grenda, of Tasmania, signalized his return to the track after a two weeks' layoff, due to an attack of appendicitis, by winning the one-mile open race for professionals after an exciting battle with Goullet. The summary:

Two-mile novice—Won by S. Bettle; second, Ray Werner. Time, 5:03⅖.

One-mile open, professional—Won by A. Grenda; second, A. Goullet; third, J. Bedell; fourth, I. Lawson. Time, 2:32⅕.

Half-mile open, amateur—Won by H. Kaiser; second, D. McDougall; third, F. Weber; fourth, G. Wohlrab. Time, 0:54⅘.

Two-thirds-mile match race, professional—First heat won by C. Moretti; second, R. Spears; time, 3:34; time of last eighth mile, 0:12⅗. Second heat won by Spears; second, Moretti; time, 4:03; time of last eighth mile, 0:12⅗. Third heat won by Spears; time, 2:29⅖; time of last eighth mile, 0:12⅖.

Three-mile handicap, professional—Won by P. Drobach (115 yards); second, F. Corry (220 yards); third, J. Magin (245 yards). Time, 5:30⅗.

Two-mile handicap, amateur—Won by J. Dreher (160 yards); second, F. Whitney (185 yards); third, F. Harenburg(150 yards). Time, 3:52.

Fifteen-mile tandem-paced match race, professional; O. Egg against R. McNamara—Won by Egg. Time, 27:52⅕.

Jensen Ties Papesca for Honors

Winning both the one and three-mile championship races on the Boulevard at Grant City, Staten Island, on the 11th inst., Edward Jensen, of the Century Road Cyclists' Association, drew up on a par with James Papesca, of the New England Wheelmen, for the unpaced title of the Interclub Amateur Cycle Road Racing League. Papesca, winner of the first two of a series of four races for the championship over five and ten-mile routes, finished second to Jensen in both events. Each man finished the series with a total of 16 points, necessitating another race to break the deadlock. The match will be staged some Sunday in the near future.

The team championship at 10 miles was captured by the Century Road Club Association, with J. Napthal the victorious rider. Only the first man to finish in each team counted. Papesca annexed second place for the New England Wheelmen, and James Crowley drew down third for the Acme Wheelmen. Six teams started. The summary is given below:

One-mile championship—E. Jensen, Century Road Cyclists' Association, 2:32⅖; J. Papesca, New England Wheelmen, 2:33⅘; W. Lock, Century Road Club of America, New York Division, 2:35; G. Nagel, Acme Wheelmen, 2:37⅖; G. Knopf, Century Road Club of America, New Jersey Division, 2:42; W. F. Thompson, Arrow Wheelmen, 2:52⅖.

Three-mile championship—E. Jensen, 7:27; J. Papesca, 7:40½; W. Lock, 7:46⅖; G. Nagel, 7:54⅘; G. Knopf, 8:14; W. F. Thompson, 8:52⅗.

Point score—Papesca, 16; Jensen, 16; Lock, 6; Nagel, 6; Thompson, 0; Rabino, 0.

Ten-mile team championship (four men allowed to each team, time of first man to finish only to count)—Won by Century Road Club Association (J. Napthal, E. Jensen, I. Taub and B. Baker), time 22:29⅗. New England Wheelmen (J. Papesca, J. H. Tonjes, E. Aickelin and G. Polacsy), second, time 26:52⅖. Acme Wheelmen (J. Crowley, G. Nagel, G. Schabb and J. Bwaschi), third, time 26:53⅕. Century Road Club of America, New York Division, fourth, time 26:56⅖. Century Road Club of America, New Jersey Division, fifth, time, 29:06. Arrow Wheelmen, sixth, time 30:28.

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PRESIDENT'S ANNOUNCEMENT

THE Indian MOTOCYCLE

1915

THERE is spread out before me on my desk, drawings, photographs and a host of specifications—all representing what we have done for the Indian dealer and rider for the coming year.

I am pleased with what we have accomplished for 1915. Not in a vainglorious way, but I have permitted myself to take an honest satisfaction in the results of a whole year's endeavor on the part of Hendee organization.

We have spent without stint on our 1915 preparation—spent money, time and talent—withholding nothing that we could throw into the scales in order to give the dealers a remarkable machine to sell and the motocyclist a splendid machine to ride.

For fourteen years I have seen the motocycle industry grow, spread, and soundly establish itself. The Hendee Manufacturing Company has done its share in this national development and through my identification with it I have come to know the ambitions of the motocycle world; have learned motocycle values; have had access to the broad highways of motocycle progress.

These illuminations of experience have allowed me to judge the 1915 Indian models with some degree of impartiality; have helped me to see how and where myself and my colleagues should do our best work to maintain and advance the Indian leadership.

What was clearly before us to do we have done; we have turned out the strongest line of Indians that I have ever seen—*absolutely the strongest.*

This is my one positive statement and I make it with all the force of a deep-rooted conviction.

Now what I would like to ask of you is this:

Go through this announcement with care and thought. Study it. Those who prepared the following pages know intimately every feature of the Indian for 1915. I am sure you wish to be equally conversant with all these features and you will find them all fully set forth.

With best wishes for another and even more prosperous selling season, I remain,

Yours most truly,

Geo. M. Hendee

President

"Indian Motocycle"
Hendee Manufacturing Co
Springfield Mass. U.S.A.

THE SILENT INDIAN

HENDEE MANUFACTURING CO

INDIAN MOTOCYCLES FOR 1915 WITH NINE PROMINENT INNOVATIONS AND MANY OTHER REFINEMENTS OF REAL MERIT

Lightweight Models

Three-speed Gear

Heavy Duty Clutch

Indian Starter

Neutral Countershaft

New Magneto

Dual Clutch Control

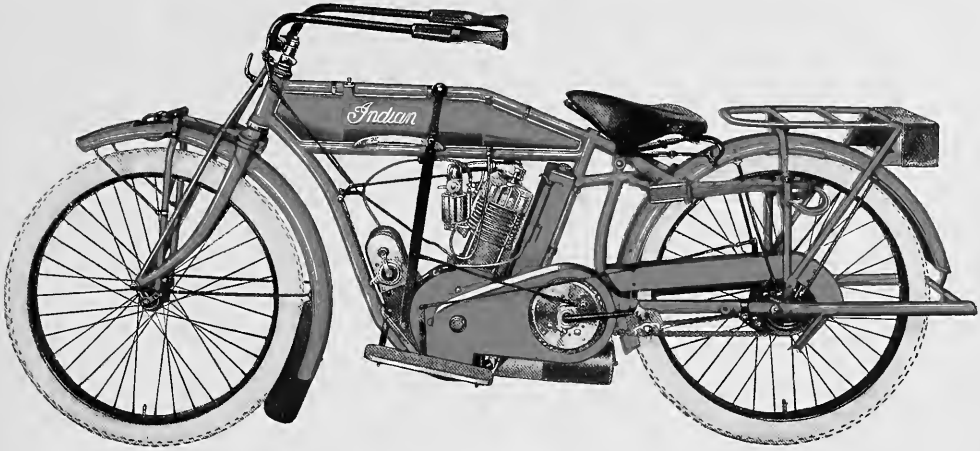
Gear Shifting Lever

Vanadium Steel Construction

THE Indian Motocycle for 1915 has surpassed all its previous years in the number of truly basic advances in construction and design. Nine of these innovations stand head and shoulders above the general line of progress, while twenty other improvements—important changes and refinements—unite to carry the banner of Indian superiority still further up the peak of success.

All the engineering perfections which the motocycle world has accredited to the Indian have been retained, and to these has been added a characteristic group of sound new mechanical developments such as is always expected of Indian skill and ingenuity.

Indian leadership has never had greater exemplification than in its 1915 models; never achieved so surely and so fully; never, for all its remarkable past, more deeply justified its position as the premier machine of its kind.



Models E—Single Cylinder Service Series

Bore, $3\frac{1}{4}''$ Stroke, $3\frac{23}{64}''$ Cubic displacement, 30.46″

Dynamometer block test, 7½- H. P. developed

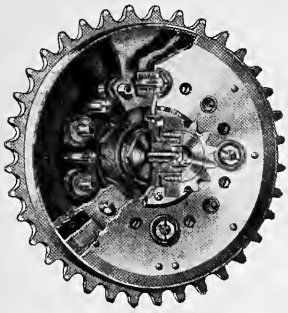
Model E-1, Single Speed	Model E-2, Two Speed	Model E-3, Three Speed
Price, $185.00	Price, $225.00	Price, $235.00

Motor Lubrication

The manifold advantages of automatic lubrication for motocycles early were recognized by the Indian engineers, and after exhaustive experiments the present type of mechanical oil pump was adopted five years ago. It has been fitted to thousands of machines and rigorously tested all over the world since its introduction, and yet not a single change of any kind whatsoever, in the original design has been found necessary.

Of the numerous automatic lubricating devices which have been applied to motocycles in the past several years, the Indian mechanical pump is the only one which has survived. Being gear driven off the motor it is absolutely positive under all conditions.

It guarantees a continuous supply of oil to the motor and all dependence on the rider's memory is eliminated. The operator has only to keep the oil reservoir supplied, and is relieved of all further thought relative to lubrication. There is no flooding of the motor, because when the engine stops, the pump stops, and the oil flow is cut off. The supply is in exact proportion to the engine speed at all times.



Cutaway section of Type "A" clutch showing construction

This year we have found it possible to adopt a refinement in the distribution of the oil from the pump to the motor, whereby economy in oil consumption is obtained, and a cleaner motor exterior is gained. The cam case by-pass has been eliminated, all oil now being fed to the front cylinder. The cam mechanism receives ample oil from the flywheel splash, yet there is no loss through the tappets.

Service Models

This model is especially designed for corporations and individuals who have use for a motocycle in pursuit of their business, where the machine is subject to exposure to the elements, such as rain, fog, frost, and salt air.

All parts usually nickeled such as rims, hubs, spokes, handlebars, levers, controls, etc., are treated with a specially prepared black Japan finish that will withstand all kinds of abuse without chipping. The only nickeled parts are connected with the motor, such as carbureter, etc.

This combination, with the Indian red enamel of the frame makes a beautiful contrast and the most serviceable finish we have yet introduced to the public.

This model in single speed is pedal equipped, without the Indian starter. In the two and three-speed models, pedals are dispensed with.

Frame Construction

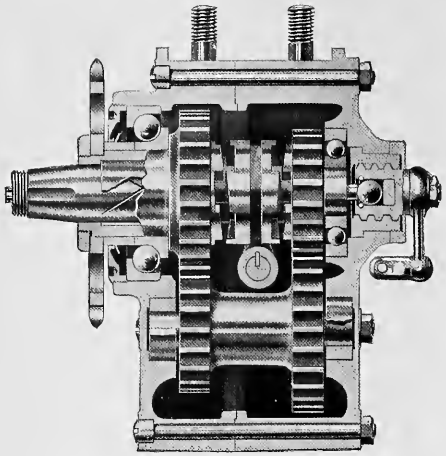
All vital parts of the main frame are constructed of chrome vanadium steel tubing. All lugs are of the highest grade drop forgings, having long fish mouth inner joints. After all construction work is finished the frame is then given a heat treatment.

Indian Cradle Spring Frame

The famous Indian Cradle Spring Frame, the greatest comfort feature ever applied to a motocycle, will be fitted to all models except the Lightweight and Speedway types.

This distinctive feature is obtainable only in the Indian as it is covered by strong patents. It is the only correct method of producing real comfort for the rider and is used almost universally in vehicle construction.

The Indian cradle spring frame is conceded to be the greatest achievement in motocycle construction since the introduction of pneumatic tires. Figure in your mind the cost of our construction against the small cost of producing the enlarged bicycle spring seat post that can never produce the same comfort.



What the Indian two-speed looks like inside

Brakes

All Indian brakes are of automobile design, and powerful enough to quickly stop, under any headway, the motocycle to which they are fitted.

On all single speed models, except Model E-1, the Indian internal expanding Raybestos lined brake is fitted.

Model E-1 is equipped with the Corbin-Indian V-band brake, which is of unique design and very quick acting. This brake is also Raybestos lined.

All multi-speed models are fitted with Indian double band brakes. These brakes are lined with Raybestos, the best friction material known, are internal and external operating and act on the drum on the right side.

The Indian Carbureter

The Indian carbureter, invented in 1900, was one of the very first truly automatic carbureters devised for a gasoline engine. So perfect was its original design that these principles are retained to this day.

It always has been the world's premier motocycle carbureter and is largely responsible for the wonderful power output and efficiency of the Indian motor. This carbureter has no delicate spring controlled air valves or variable gasoline adjustments and is positive in action.

In the hands of the novice it will give the same results as the expert can obtain, because it does not depend on the operator's skill to produce a perfect mixture. It was the first of its kind to embody successfully the multiple jet feature, which greatly increases the engine flexibility and lowers gasoline consumption.

Gear Change Operating Lever

On the two and three-speed models, a new and ingenious gear change operating control has been designed. It is located just forward of the saddle and most convenient to the right hand. The lever has a ball grip which fits the hand, and carries a thumb latch. This latch works in a notched quadrant and locks the lever in position, thus affording a positive setting of the gears and dogs.

Heavy Duty Fork

The front fork used in the Big Twin models is of the heavy duty cradle spring type, and differs in construction over the Little Twin fork as follows: The truss rods are of heavier gauge and larger diameter. The external reinforcements on the main fork sides are longer. The fork crown is heavier. The fork stem is constructed of $1\frac{1}{4}''$—10 gauge chrome vanadium steel tube from the fork crown up to the point where the reinforcement ends; from this point it is swaged down to $1\frac{1}{8}''$. There are three reinforcements of heavy gauge tubing. Previous to enameling, the fork is given a heat treatment which restores all the vitality that was taken away in manufacturing. The lower bell cranks are also heavier.

Indian Service

Supplementary to our chain of factory branches and large distributors is the organization of 2800 Indian dealers all over the world who maintain stocks of Indian parts and are equipped to render efficient mechanical service to Indian riders. This combination dealer and branch service is enjoyed by Indian riders only and enables them to obtain the greatest amount of service and satisfaction from their machines.

Notable Indian Performances of 1914

Indians were the only survivors in the gruelling 852 mile Birmingham, (Ala.) endurance and elimination contest.

E. G. Baker broke all transcontinental records by riding an Indian stock two-speed from the Pacific to the Atlantic, 3,378 miles, in 11 days, 12 hours, 10 minutes.

Averaging 68 miles an hour, Glenn Boyd, on an Indian, won the 300 miles International Speedway Championship at Dodge City, Kan.

Defeating 125 competitors, the Indian team won the highest honors in the Scottish Six-Day Trials, carrying side cars and passengers 1013 miles with perfect scores.

All leading foreign makes were decisively defeated by the Indian in the Russian Road Endurance Trials from Kief to Petrograd and return.

The Australian 100 mile Tourist Trophy race was won by the Indian over a rough course.

In India the Indian won the 300 mile Tourist Trophy race against a formidable field.

Side Car—Electric Equipment

The 1915 Indian Side Car has new body lines of very stylish appearance, and heavier springs; price, $70.00. Parcel Car, price, $65.00.

Electric equipment consisting of an Indian headlight, tail light, electric signal, two storage batteries, wiring, etc., and speedometer will be furnished for the Big Twins and Service Models at $40.00 extra to list price, when equipment is ordered before machine is shipped from the factory.

HENDEE MANUFACTURING COMPANY

SPRINGFIELD, MASSACHUSETTS, U.S.A.

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See the workmanship that has made Bosch known as the Quality Magneto
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Over 250 Service Stations in U. S. and Canada that really serve

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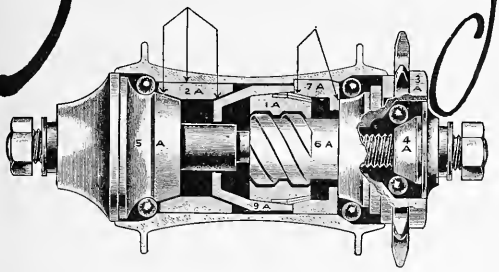

It's the three braking surfaces and the two driving surfaces, in a thoroughly trouble-proof design that makes the supremacy of
THE ATHERTON COASTER BRAKE

Riders want the best when it comes to a Coaster Brake. It means so much in a possible emergency. Dealers want to handle the Brake that they can honestly recommend.

Put an ATHERTON COASTER BRAKE on your wheel and feel absolutely secure!

Cut Out the Worry—Ask for Circulars

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The HANDY ELECTRIC MOTORCYCLE HEADLIGHT

DEALERS' SIMPLICITY—STRENGTH SATISFACTION

These three words are constantly written us by riders who have equipt with THE HANDY ELECTRIC HEADLIGHT.

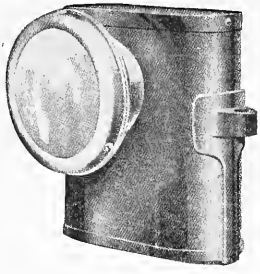
ARE YOU AWARE of the selling value of these three words? Used by the Riders, they mean money to you.

Write for particulars

Handle "THE HANDY"

The Head Lamp is supplied with current from two ordinary dry cells which can be obtained in any hardware store and yet burn from 36 to 40 hours intermittently without replacing the cells. This high efficiency is obtained through the use of a specially constructed tungsten bulb. The average cost is less than one cent an hour to operate. The Tail Light is fitted with ruby lens, throws a white light on the number plate, is switched on from the seat and is a real ornament on your cycle.

Head Light with Bulb, Bracket and Switch $8.75
Tail Light with Bulb, Bracket and Switch 5.50



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M. S. KENDALL CO., Highland Park Detroit, Mich.

The Smith M

Patented Throt

Is the only practical self-actu
for propelling a bicycle. Se
Ride it and you will be co

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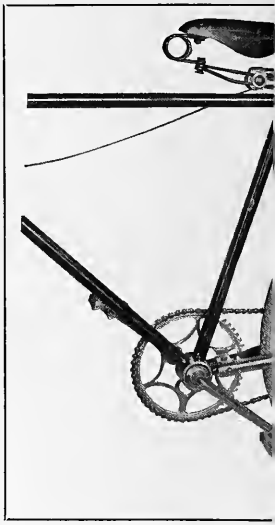
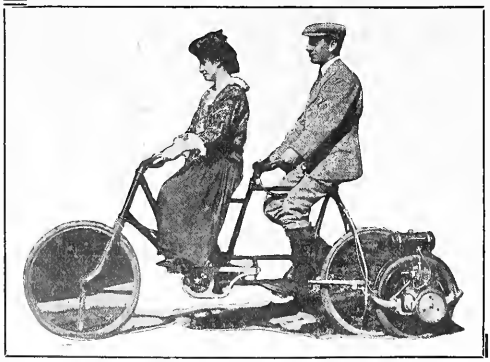
We want to see you before m

The Smith Motor Wheel is a bicycle pusher. It consists of a gasoline motor, mounted on a small wheel, which may be applied to any ordinary bicycle. This little wheel, which has a pneumatic tire, is placed beside the rear bicycle wheel, but the mounting is independent and entirely flexible so it does not tend to support the bicycle or effect the balance in any way. Everything about the bicycle is left in its normal condition. The extra (third) wheel contains the entire power plant, including motor with magneto, carburetor, driving gear and gasoline tank, and is exceedingly compact. It takes only a few moments to apply the device; which immediately converts an ordinary bicycle into a very simple, comfortable and safe motorcycle. Weight, complete, less than fifty pounds.





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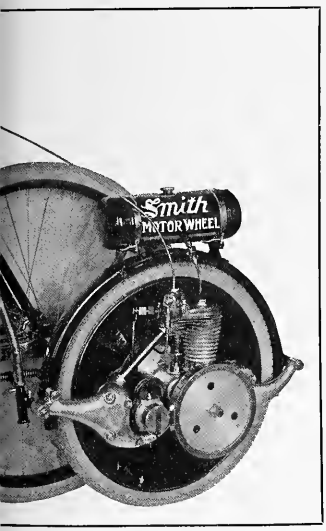

"You have no doubt heard of the tremendous success of our demonstration at the Atlantic City Convention in August, where the Motor Wheel met with the unanimous approval of the bicycle manufacturers and trade representatives. Our years of experience in the manufacture of bicycle and automobile material, and our large factory facilities enable us to take care of the large demand for the Smith Motor Wheel, which is indicated by the great number of applications for agencies already received.

"The Motor Wheel will bring the bicycle into its old-time popularity, and to quote one of the largest bicycle manufacturers, 'It is the best thing that has happened to the industry since the pneumatic tire was introduced; the demand will be tremendous.' We ask that you consider the possibilities for pleasure riding, with no exertion, grease or vibration—anyone can learn to ride the Motor Wheel in five minutes. Do not overlook the low cost of operation, simplicity and commercial possibilities."

with the Garford Mfg. Co.
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Motor Wheel

- - **Milwaukee, Wis.**

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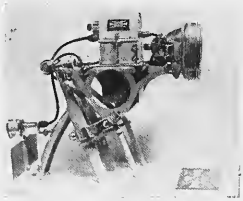

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Week October 12th to 17th

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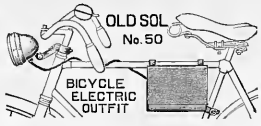

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Mechanical Horns

Require No Batteries or Wiring Which is a Continuous Expense First Cost Covers All

ROOT-O-U-T Bicycle Horn clears the way with a turn of the crank. Finished in black Enamel with adjustable nickel plated Bracket for attaching to the Handle Bar. Retails at 25 cents.

CLEAR-O-U-T Mechanical Horn requires only a slight turn of the crank which gives a clear penetrating warning. Finished in black enamel with rigid adjustable nickeled Bracket. Retails at 75 cents.

LIGHT WEIGHT Oil Lamp. A popular Lamp at an Easy price. Positively will not jolt or jar out. Highly nickeled. Furnished with adjustable or solid Bracket. Over a half million in use.

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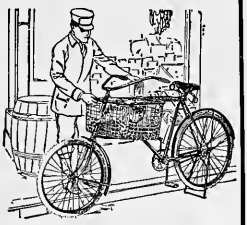

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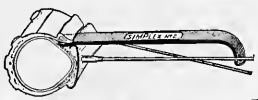

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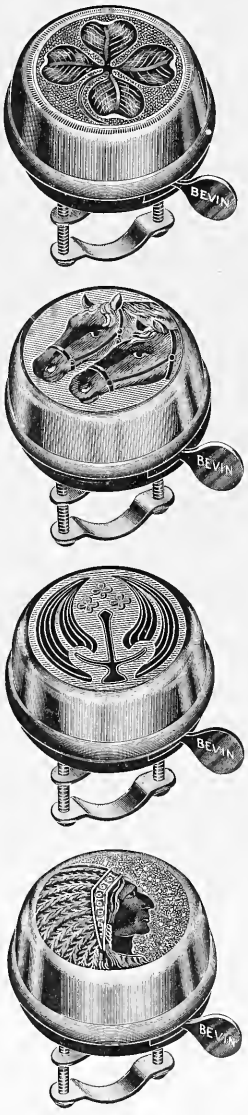

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wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

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NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

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Be Good to One Another

Get your friends to read this paper. They will like it and thank you for recommending it.

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11 Horsepower, Twin Model, 11-H with Harley-Davidson Remy Complete Electric Lighting, Ignition and Signal System.

$275.00

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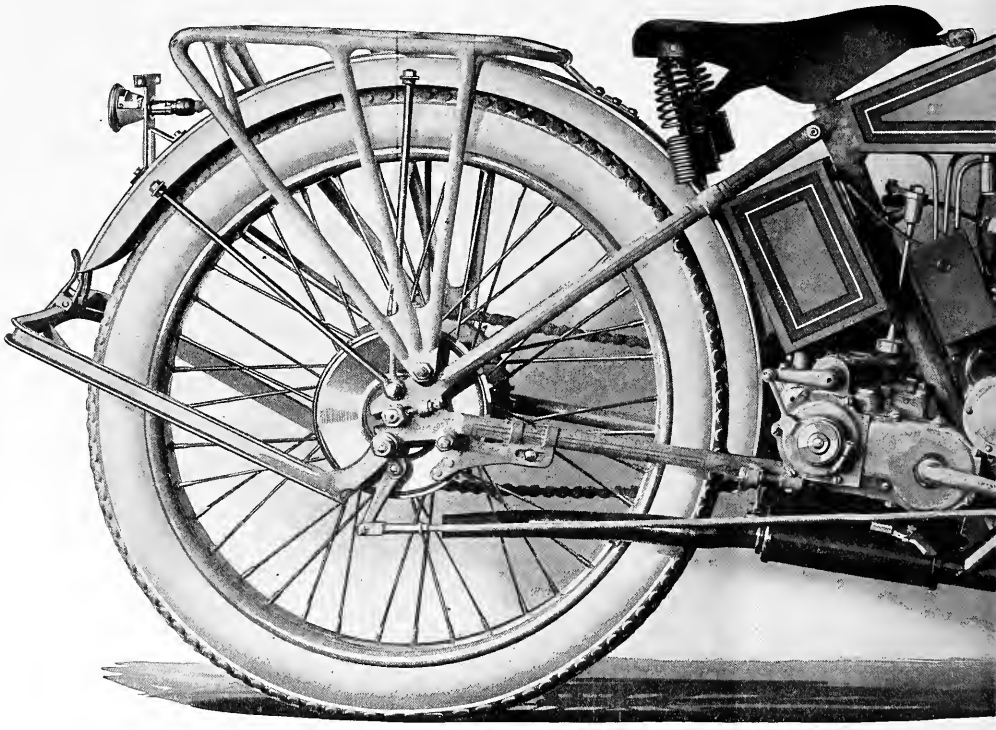

The wonderfully compact magneto-gener
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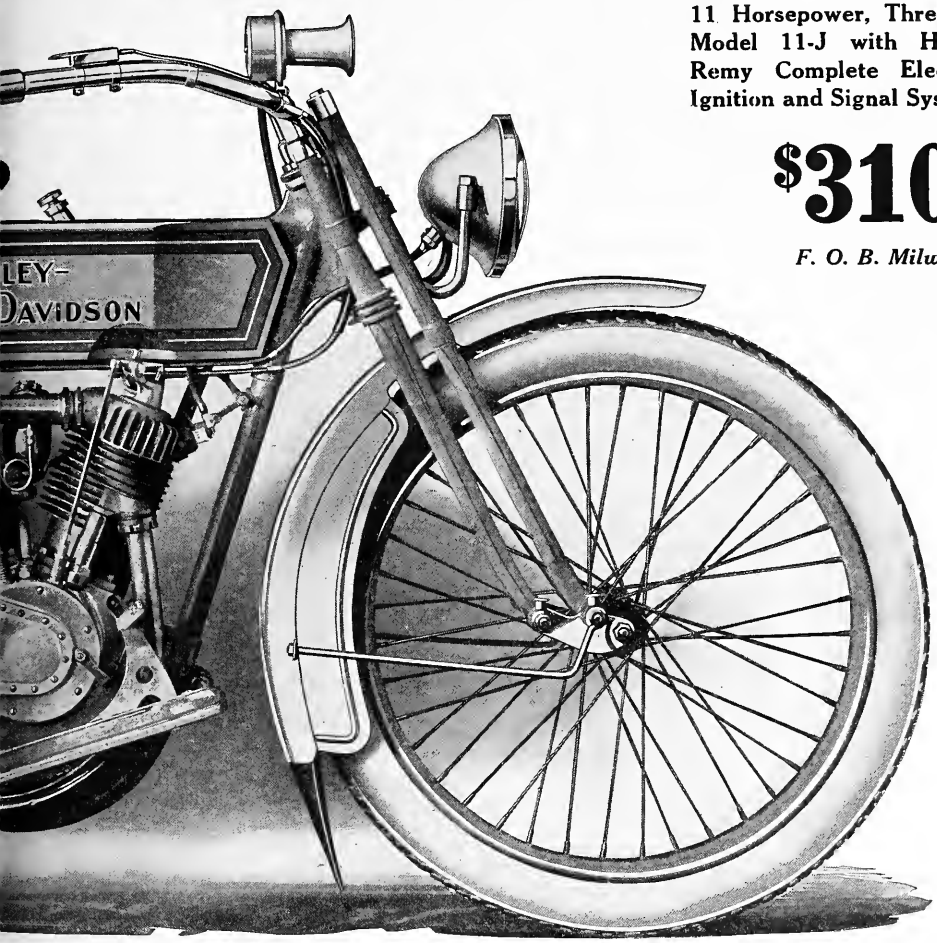

11 Horsepower, Three-Speed, Twin Model 11-J with Harley-Davidson Remy Complete Electric Lighting, Ignition and Signal System.

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Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

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533 W. 110TH ST., NEAR BROADWAY.
DISTRIBUTERS FOR
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COMPLETE STOCK OF MACHINES AND PARTS. ROGERS SIDE CARS.

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Full Line of Parts.
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Motorcycles, Bicycles and Supplies
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An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

MILWAUKEE, WIS.

STANDARD CYCLE CO.
Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
185 3rd St., Milwaukee, Wis.
Long Distance Telephone, Grand 62.

Bicycling World and Motorcycle Review, with its predominantly trade circulation, affords you the most economical means of reaching the jobbers and dealers, through whom over 85% of the products in this field are merchandised.

Hall's Bicycle Carrier Retails at $2.50

Made to carry 200 pounds. Load rests on axle and does not hamper steering. Heavy wire and steel construction throughout. Black enamel finish. Can be attached to any bicycle without tools. A great seller to meat markets and grocery stores. Made in 2 Sizes
Write for description of our complete line.
THE A. J. HALL CYCLE & MFG. CO.
3732 West 25th Street, Cleveland, Ohio

MOTOCYCLE SUPPLIES
BICYCLE GOODS
Ask for new Motocycle Catalog No. 58 XX and Bargain Book of Bicycle and Motocycle Supplies No. 146.
Please write us on your letter head
"Indian" Agents
NEW YORK SPORTING GOODS CO.
15 and 17 Warren St., New York

The High Cost of Living Reduced
HOW to reduce Tire Expense, the biggest running expense of a motorcycle.
The above information will be given free in form of a pamphlet referring to all standard makes of tires, if you will address
THE TWITCHELL GAUGE CO.
1200 Michigan Avenue Chicago, Illinois

Star Ball Retainers
are universally used in
Automobiles
Bicycles
Coaster Brakes
Sewing Machines
Lawn Mowers
Machinery, Etc.
THE STAR BALL RETAINER CO.
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FEDERAL MOTORCYCLE TIRES "EXTRA SERVICE"
Federal Rubber Manufacturing Co. ~ Milwaukee

For Sale—Wants—Exchange

A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order.

POPE Motorcycles and Simplex Sidecars agents. RIVERSIDE MOTORCYCLE GARAGE, 533 W. 110th St., near Broadway, New York City.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

FOR SALE—One single-cylinder Jefferson motorcycle, absolutely new. List price, $215. Can be had for $150 cash, F. O. B. New York. Address, C. V. F., care Bicycling World, New York.

WILL exchange a typewriter, watch, shorthand instruction and cash for motorcycle. COURT REPORTER, Point Pleasant, W. Va.

FOR SALE—Well established bicycle and motorcycle business in central Nebraska; have agency for best motorcycle made and have only repair shop in town of 5,000; will invoice about $1,800. Am going on race track and can not attend to business. Address, Box J 112, care Bicycling World.

BROOKLYN and LONG ISLAND HEADQUARTERS 1914 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Cash and easy terms. Write for catalog and terms. "BOB" BRAZENOR, 1507 Bushwick Ave., Brooklyn, N. Y.

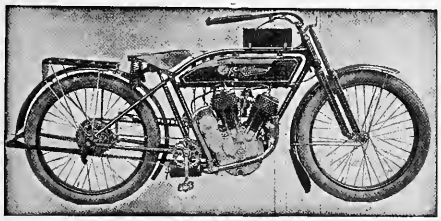
WANTED—Jobs in G & J bicycle tires. Address, Box J 222, care Bicycling World.

OUR specialty is parts: for Thor, Merkel, Indian, M-M, F-N, Curtiss, Marvel, R-S and Royal Pioneer motorcycles, all coaster brakes and Eclipse clutches. Ours is the best motorcycle garage and repair shop. We oxi-weld crankcases, cylinders, etc. 40 used machines on hand, $25 up. NEW YORK MOTORCYCLE CO., INC., 1777 Broadway, New York, N. Y., 4th floor.

TAKEN in trade for new Indians and now on sale:

One 1913 Twin Excelsior	$150
One 1913 Twin Excelsior	125
One 1913 Single Excelsior	100
Two 8 H.P. Harley-Davidson	125
One 4 H.P. Harley-Davidson	85
One 4 H.P. Harley-Davidson	95
One 5 H.P. Pierce	75
One Single Pope	60

All in good running order. Will be crated and shipped on receipt of deposit, balance C. O. D. Any make taken in trade for new Indians. B. A. SWENSON, Swenson Bldg., 522 Broad St., Providence, R. I.



THE 1914 READING STANDARD

has many notable improvements which we would like to explain to you. Bosch Magnetos exclusive equipment. Write for particulars.

READING STANDARD CO., 310 Water St., Reading, Pa.

PIERCE

A Quality Bicycle at a reasonable price

PIERCE CYCLE CO.

BUFFALO, N. Y.

PRICES REDUCED

ON

LIMITED MOTORCYCLES

Foot Starter
Two Speed
Foot Boards
10 H. P. Motor

Write for new prices, literature and dealer's proposition today.

FEILBACH MOTOR CO., 24 W. Fox St., Milwaukee

SEE US AT

CHICAGO MOTORCYCLE SHOW

"SPACE 74"

Finest Line of Motorcycle Accessories in Existence

FENTRESS-NEWTON MFG. CO.

EMBLEM

Finishes 3 Riders Out of 3 Entered in the Buffalo Motorcycle Club's 329 Mile Endurance Run

Showing Style of Outfit Used by Gale and Barnes

With a 16 hour schedule all 3 machines Finished.

M. E. Gale riding side by side with Mr. C. Barnes.

H. R. Lock
R. Frawley

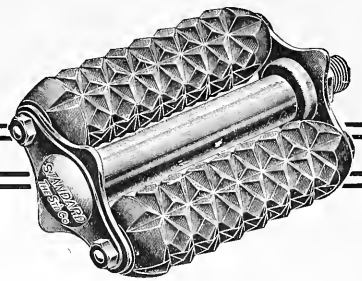
Gale & Frawley had Perfect Scores

Just think of how the Emblem under double load performs service considered in the *endurance* class for a single rider.

Emblem Manufacturing Co.
Angola, Erie County, N. Y.

Also Makers of the World Fomous Emblem Bicycles

DISTRIBUTORS
For California, JOHN T. BILL & CO., Los Angeles. For Oregon, Washington and Idaho, BALLOU & WRIGHT, Portland, Orc., and Seattle, Wash. For the South, HENRY KEIDEL & CO., Baltimore, Md.



No. 3 MOTOR CYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company
TORRINGTON, CONN.

Why The Morrow Coaster Brake?

There Are Three Essential Features in the Construction of a Coaster Brake.

1st. A Reliable Brake
2nd. A Positive Forward Drive
3rd. A Free Coaster

The superiority of the Morrow Brake on all three of these points is readily admitted upon an inspection of the mechanical construction.

1st. THE MORROW COASTER BRAKE provides the largest and most efficient braking surface of any Brake made. The interior expanding sleeve of spring steel, with a bronze lining, being equally expanded from both ends along the entire center of the hub shell, insures an even pull on every spoke when pressure is applied and brings the bicycle under control in a smooth, positive manner. There are no loose spokes in Morrow built wheels for the side pull has been eliminated.

2nd. The mechanical principle involved in the Morrow forward drive is the simple "screw and wedge." The drivers consist of a clutch ring divided into halves, the two opposite pair of ends being tapered which allows the wedge shaped portion of an expanding nut to force these rings apart, thereby giving a positive grip against the inner surface of a reinforced hub shell and directly under the driving sprocket.

3rd. One of the most common sports among cyclists is the "Coasting Test" and in this particular the MORROW running frictionless and noiseless on twenty-four one-quarter inch balls will most readily prove its superiority. (Try it and see.)

When a MORROW COASTER BRAKE is sold, it stays sold. You don't have to nurse it constantly to keep it going. It will work under every condition of use, abuse, or neglect. (Just oil it twice a year.)

It is far better to sell a Morrow Coaster Brake that will give you and your customer no trouble than selling a more widely advertised brake that is a constant annoyance to both. Haven't you wasted enough original profit in all these years to warrant your getting in right for 1915?

Built by the

ECLIPSE MACHINE CO., Elmira, N. Y.

Licensed Coaster Brake Manufacturers

The Prestige of United States Bicycle Tires is Based Upon the Records of Two Brands Long Famous

United States Bicycle Tires are today considered to be the standard bicycle tires of the world. When the safety bicycle was first invented, two makes of tires quickly assumed supremacy over all other brands. They earned their popularity by the service they gave. These brands were the renowned Hartford and Morgan & Wright Tires.

UNITED STATES BICYCLE TIRES

United States Bicycle Tires are Hartford and Morgan & Wright Tires, greatly improved. Modern machinery and modern methods have made it possible to make better tires than were thought possible during the early life of the bicycle. When you buy tires or a new bicycle be sure to get United States Tires. The service they give you will prove that no other tires can deliver as much mileage and show equal ability to resist punctures. Any reliable dealer can supply you with United States Tires and remember, you can rely on anything you buy from dealers who sell United States Tires.

United States Tire Company **New York City**

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, October 20, 1914 | Ten cents a copy Two dollars a year

These Nine New *Indian* Features Were the Hit of the Chicago Show

Three Speed Gear
New Magneto
Dual Clutch Control
Heavy Duty Clutch
Indian Starter
Lightweight Models
Neutral Countershaft
Gear Shifting Lever
Vanadium Steel Construction

1915 *INDIANS* exceed all expectations in beauty, strength, speed—in sweeping motorcycle advancement.

1915 *INDIANS* by reason of the unmatchable values they give the rider are the greatest dealer proposition available to the motorcycle merchant today.

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS:

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

Make More Money

THESE three words express the innermost desire of every dealer, but he many times chooses the wrong method of materializing it.

The HENDERSON is the logical machine to team with the line you now handle. The dealers who came to an appreciation of this fact in 1914, have profited by it.

The 1915 HENDERSON will reach out for a new and better trade and broaden your selling field.

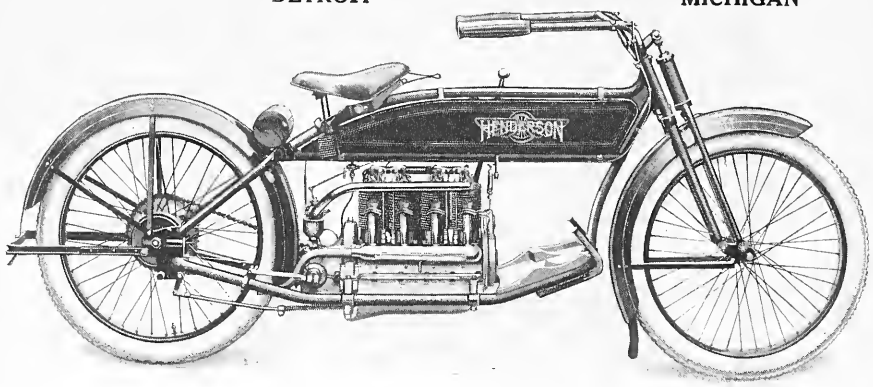
A reduction of $30.00 in price on both the regular and two-speed models places this distinctive machine on a selling par with all of the rest.

A full-floating saddle and two-speed of our own design and manufacture are but two of the twenty new selling features.

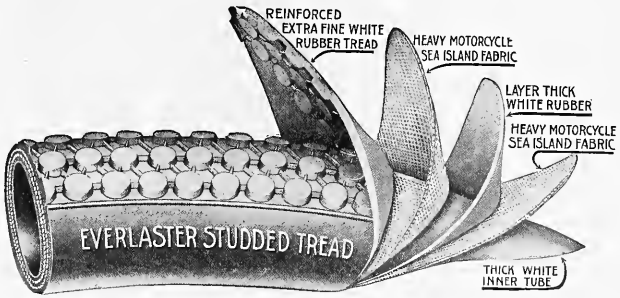
The 1915 HENDERSON added to your line will not conflict and will make more money for you.

Write and learn what our dealers say.

Henderson Motorcycle Company
DETROIT MICHIGAN



THE HENDERSON ROADSTER. PRICE, $295
Two-Speed Model, $325



The Old Reliable

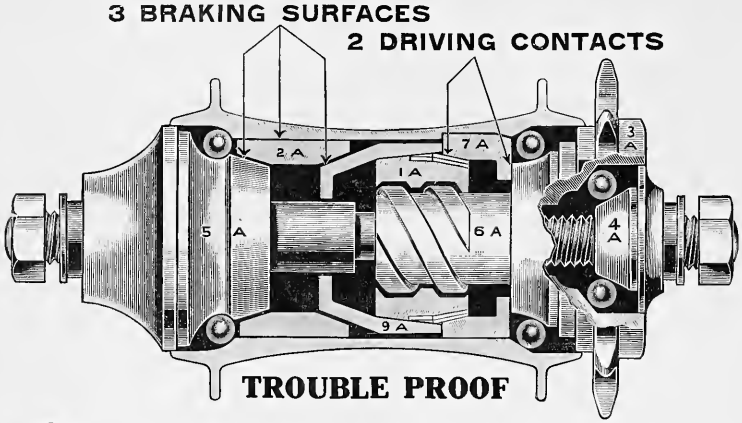
The original heavy fabric tire.

Two years old and just as good now as when first introduced.

Our 1915 line of other grades of Bicycle Tires and Bicycle Inner Tubes is worth your consideration.

Kokomo Rubber Company
Kokomo, Indiana

EFFICIENCY and SATISFACTION



The Reasons Why

Now what part is quite as important as the Brake on a bicycle! Think for a moment. You can ***go*** as fast as you like according as time presses or the exhilaration of the great outdoors calls you. But what if something comes up to make you ***stop,*** and ***stop quickly?*** It isn't that you might, could, would or should stop—you ***must*** stop.

With an Atherton Coaster Brake

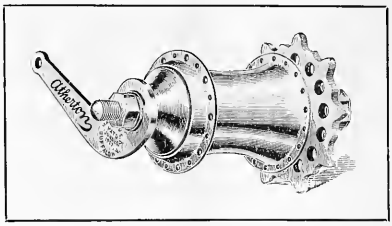
on your wheel you ***do*** stop. Your prompt action finds instantaneous response from this Brake, for the very good reason that the Brake is built right in every particular.

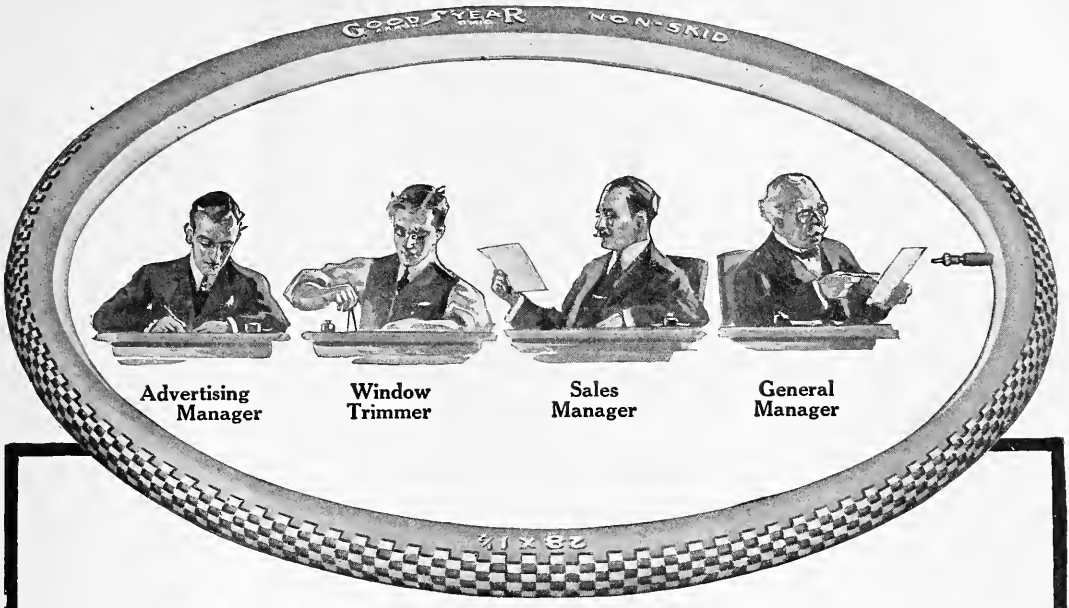
Devote your stock of worries to something else, as the ATHERTON eliminates all coaster brake troubles.

New trade literature and sales helps for the asking.

BUFFALO METAL GOODS COMPANY, Buffalo, N. Y.
Licensed Coaster Brake Manufacturers

D. P. HARRIS HARDWARE CO.,
48 Warren St., New York City
Distributors





These 4 Experts

Work for You Every Day—Without Pay

We send them right to your place of business. You don't have to pay them a cent salary. They are at your command day by day. You can consult them at will and get sound, money-making advice and counsel from them on any phase of your business.

One is an expert advertising manager, who brings to you the cream of the advertising experience of tire dealers all over the country.

Another is an expert window trimmer, who brings you the best in his particular field.

The third is a sales-producing sales manager. He offers you the proved sales methods of thousands of dealers everywhere.

And the fourth is a scientific general manager, who steps in and takes charge of your entire business.

How They Come

These experts come to you in the form of the great sales-producing book, "New Ways to New Business," that has made such a hit with bicycle tire dealers everywhere.

These dealers are most enthusiastic over the host of real, tangible helps the book brings—from ready-to-use advertisements to stationery, books and free tire racks.

Interspersed with all this are chapters on advertising and selling, new trade-winning methods, ideas for clubs, races, competitions, etc., etc.

And what is more, the book tells the great story of Goodyear-Akron Bicycle Tires—the tires which in one short season have taken the entire bicycle world by storm. These are the bicycle tires that enable dealers to compete with cheap tires and yet offer a tire of real Goodyear quality, and to increase bicycle tire profits through aggregate sales.

How to Get Them

The way to secure these four experts in the form of this valuable book is to sign and mail the attached coupon today. Act quickly, as the first edition is going fast.

Sending for the book involves no expense or obligation on your part whatever. The book cost us thousands of dollars to prepare—yet it is free to you if you act now. So, send the coupon today.

GOODYEAR AKRON
Bicycle Tires

THE GOODYEAR TIRE & RUBBER CO.
Makers of Goodyear No-Rim-Cut Automobile Tires
Dept. 228, Akron, Ohio

(1932)

Coupon

Without charge or obligation send me, "New Ways to New Business." Also send me dealer's proposition on Goodyear-Akron Bicycle Tires.

Name .....

Line of Business .....

Address .....

.....

Here's t

The 98 Improvements
1915 Harley-David

1 More power.
2 More speed.
3 New Design of cylinder.
4 Improved cylinder primer.
5 Larger exhaust chamber.
6 Improved exhaust valve.
7 Larger inlet valve.
8 Inlet valves now have 45 degree seat.
9 New inlet valve housing absolutely leak-proof.
10 Housing heavier to prevent warping.
11 Improved fastening for inlet housing.
12 Larger inlet ports in housing.
13 Larger inlet ports in cylinder.
14 Heavier inlet valve rocker arm supporting dome.
15 Inlet push rod heat treated.
16 Hardened steel washers on fly wheels now handle side play of connecting rods.
17 Heavier fly wheels.
18 Improved method of oiling wrist pin, by means of spiral oil channels.
19 Oil pocket in wrist pin bearing.
20 Improved piston.
21 Improved piston rings.
22 Provision made for oiling all magneto drive gears.
23 Better location of breather.
24 Exhaust valve lifter now adjustable.
25 Faster inlet valve action.
26 Faster exhaust valve action.
27 Exhaust valve removable without disturbing tanks or removing motor.
28 Exhaust pipe now fastened to motor with special gas tight fitting, obviating use of gaskets and doing away with any chance for discoloration of exhaust pipe from leakage of oil.
29 Precise lubrication of motor in direct proportion to motor speed.
30 Unless motor is running, it is impossible for oil to reach crank case through the mechanical pump system. This does away with the possibility of the crank case filling up with oil, on account of oil being turned on accidentally.
31 Larger oil supply pipe.
32 Larger oil tank.
33 Hand pump now built inside of oil tank.
34 Lock on oil pump plunger to prevent meddlesome persons pumping the crank case full of oil when machine is standing for any length of time.
35 The unusually low 1915 frame means almost two inches lower saddle position.
36 Rear stays now round in section and 60% stronger.
37 Seat post cluster now one forging, instead of being built up of separate parts. New construction fully twice as strong as former method.
38 Rear stay offset now a solid forging.
39 Rear stay tip forging 30% heavier.
40 Luggage carrier reinforced with cross braces.
41 Very substantial lamp bracket forged as a unit with front fork tie bar.
42 Grease cups are now used on forked rocker plates.
43 Improved fork stops.
44 Handlebars for 1915, while tubular in shape, are drawn from high carbon cold rolled machine steel.
45 Stems and bars in one piece, entirely eliminating brazed joints. By actual test these handlebars are more than 100% stronger than the tubular construction used heretofore.
46 Larger chains, 3/8 in. wide, 5/8 in. pitch.
47 Harley-Davidson front hub has been improved through a new method of grinding both races, so that the ball races are absolutely parallel to each other.
48 Harley-Davidson band brake improved for 1915. Now double acting and non-adjustable inside.
49 Only one adjustment now and that on the outside, where it is easy to get at.
50 Band brake now operated entirely from pedal on right foot board, doing away with any chance for damage to the brake control, due to a fall.
51 Improved brake fastening on frame.

These 98 points are the direct result of hav
as one of the important units of the grea

Harley-Davidson Motor Co.,

he List

and Refinements of the son 3 Speed Twin

52 Brake drum is now turned perfectly true to center, after being drawn into shape. This distributes braking energy to all points evenly, doing away with any so-called high spots.

53 Step-starter drive pawl shell hardened.

54 Improved clutch with longer springs.

55 New location for clutch lever.

56 Larger carburetor, now 1 inch.

57 Improved air valve.

58 Larger gasoline supply pipe.

59 Larger dirt and water trap.

60 Stronger mud guard stays.

61 New muffler of entirely different design.

62 Greater silence with cutout closed.

63 Larger expansion chamber, but more compact in construction.

64 Larger tail pipe.

65 Direct but silent exhaust with cutout open.

66 Improved cutout.

67 Cutout now operated by foot.

68 Muffler fatened to frame only.

69 Improved Ful-Floteing seat post, made of high carbon drop forged steel.

70 Wider front bearing for Ful-Floteing seat post.

71 Saddle clamped in two places.

72 Larger tool box.

73 Larger tool box door.

74 Stronger stand.

75 Heavier spoke nipples.

76 New design of connecting rods with tie boss at bottom of forked rod.

77 Crank pin and connecting rod bearing increased in diameter.

78 Crank pin and connecting rod bearing increased in width.

79 Improved crank case breather with mechanically operated positive rotary valve.

80 Timing gear stud larger.

81 Timing gear stud ground.

82 Wider crank case, 20% stronger.

83 Oil tank between frame tubes, in same location as gasoline tank, instead of between rear mud guard and seat mast tube.

84 Frame entirely reinforced throughout for 1915, to handle heavy strains imposed upon the frame parts by the use of sidecars.

85 Three speeds instead of two.

86 Positive lock in connection with clutch and gear shift control, making it impossible to shift gears until clutch is released, doing away with any chance for stripping gears.

87 Distribution of weight now centralized. The 1915 Harley-Davidson three-speed, model 11-F, is the most perfectly balanced twin built.

88 As the countershaft itself is carried as a unit in the three-speed transmission case, the countershaft fittings on this model are eliminated.

89 The transmission base on the frame, being made of one solid forging, the whole unit provides the most substantial motorcycle frame construction ever produced.

90 Simplified front chain adjustment.

91 Both chains adjustable without disturbing gear shifting mechanism.

92 16-tooth motor sprocket. This, together with the ⅜ inch chain and larger sprockets used throughout, will more than double the life of the chains and sprockets.

93 Harley-Davidson rear hub on three-speed model is especially designed for use with sidecars. It is built with a safety factor in excess of 100% over any loads that would be imposed upon it in ordinary sidecar use.

94 Clutch has three methods of adjustment on this model, all of them easily made and when once adjusted will stay where they are set.

95 Larger intake manifold.

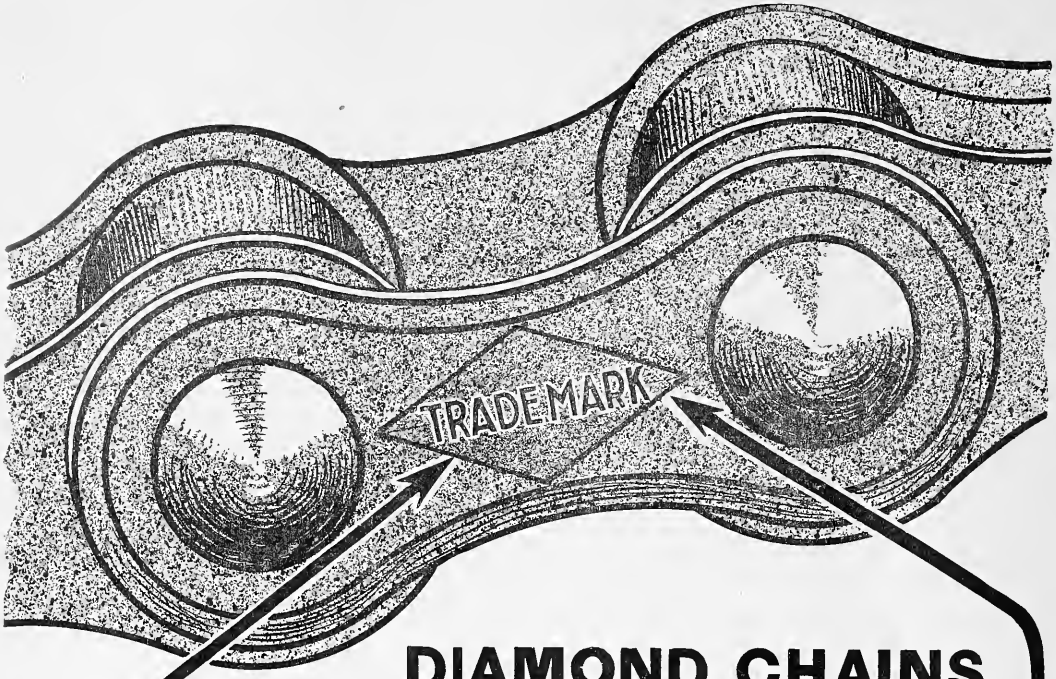
96 Improved manifold packing nuts.

97 Improved fastening for carburetor (carburetor now detachable without removing manifold).

98 Lower price.

ng a progressive Engineering Department Harley-Davidson factory organization

Milwaukee, Wis., U. S. A.



DIAMOND CHAINS

"Made in America"

"Diamond" design keeps pace with motorcycle construction.

"Diamond" construction is improved to meet the new conditions due to the increased weight and power of the latest motorcycle models.

Diamond Chains are now furnished with special alloy steel rollers that are practically unbreakable, thereby eliminating a serious chain trouble, regardless of the cause, which has usually been due to overload or sprocket conditions.

Specify "Made in America." By doing so you will support American industries and make better opportunity for American workmen. The skill and contentment of American workmen is reflected in the quality of American products.

Diamond Chain & Manufacturing Co.

241 West Georgia Street Indianapolis, Ind.

Capacity 8,000,000 feet per year

FISK
MOTORCYCLE TIRES

RED TOP **NON-SKID**

Win In Three-Day Test

IN the recent three-day endurance test of the Cleveland Motorcycle Club, held over a variety of roads from Cleveland to Columbus, Cincinnati, Toledo and back to Cleveland, Fisk Red Top Non-Skid Tires were the equipment on one of the winning Thor team which captured the Toledo News-Bee Silver Trophy.

Fisk were the only tires on the team covering the entire distance on the air put into them before the start at Cleveland.

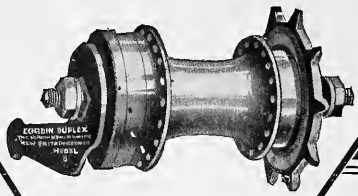
We believe this performance splendidly demonstrates the dependability and great merit of Fisk Red Top Tires.

THE FISK RUBBER CO.

Factory and Home Office **Chicopee Falls, Mass.**

Fisk Branches in 45 Principal Cities

Trade Mark
Reg. U. S. Pat. Off.
Time to Re-Tire?
(Buy Fisk)



The Reliance Bicyclists Place In

CORBIN DUPLEX Coaster Brakes

is handed down from father to son. For more than 14 years, the popularity of Corbin Brakes has kept pace with the popularity of bicycling.

During that time they have contributed much to the comfort, convenience and safety of the sport. The Corbin Duplex Coaster Brake was the pioneer in the field—today bicyclists everywhere accept it as the standard brake equipment.

The Corbin Duplex Coaster Brake is made from the highest quality material by only the most competent machinists. It is so constructed that the maximum of brake surface can be utilized. Not only does this construction add remarkable power to the Corbin Brake, but it also makes possible the adoption of large ball bearings throughout. It is to the use of these large ball bearings that the Corbin Brake attributes its unequalled durability and its smooth, frictionless action. When coasting or at times when brake is not in service the rider's feet remain at rest on pedals, in position to apply pressure at will.

Sold and equipped by dealers everywhere. Specify the Corbin Brake for your new wheel, equip your old wheel with one. Write today for catalog.

"Corbin Control Means Safety Assured"

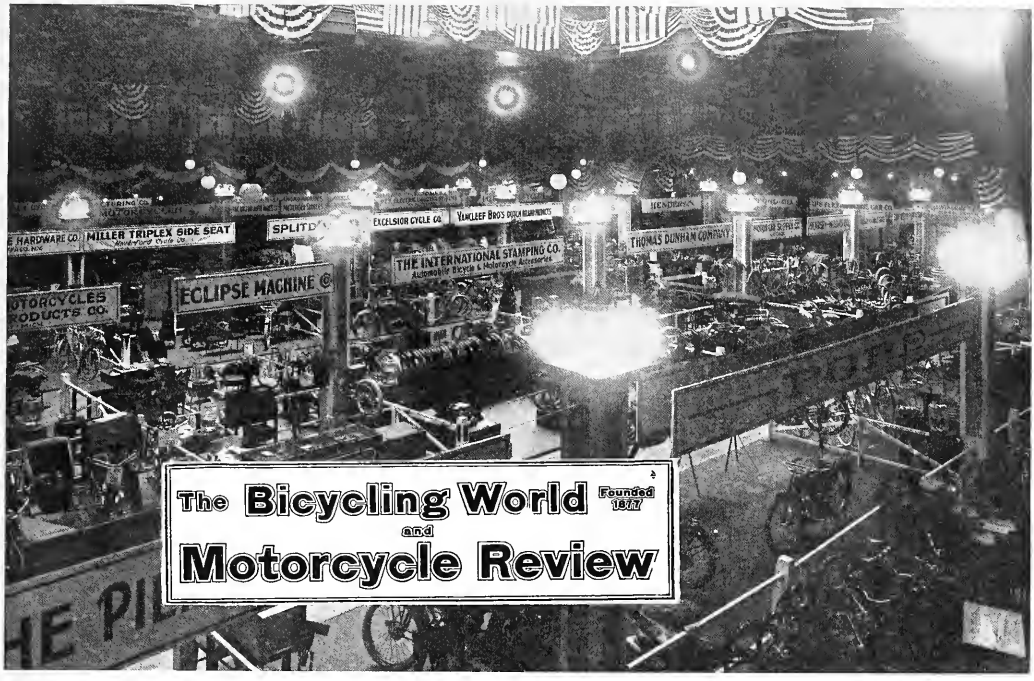
THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Brown Speedometers and Automatic Screw Machine Parts



The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX | New York, October 20, 1914 | No. 5

The Week's News : : at a Glance : :

Excelsior Offers Three-Speed
More Power in Thor Motors, Also in Eagles
Gear Housing on Flanders
Wagner Appointed N. Y. State Referee
M. M. A. Endorses Early Show
Three-Speed Schickel Surprises

SPECIAL FEATURES

New Tendencies in the 1915 Models
What Is New in the Accessory Field
With the Exhibitors in Many Booths at the Chicago Show
Harley-Davidson Offers Electric Lighting System
Stratton Wins Record Race

Chicago Show a Huge Success

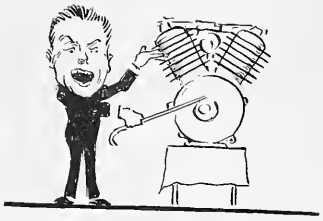
Great Crowds Attended Third Annual Exhibition and Dealers From All Parts of the Country Viewed the 1915 Offerings.

Once more and for the third time the Chicago Motorcycle, Bicycle and Accessory Show has proven an unqualified success, and when the doors of the First Regiment Armory opened to the public on the evening of October 12 the crowd literally swarmed in, anxious to view with interest and enthusiasm the offerings for 1915.

They entered upon a scene of beauty. The scheme of decoration was simple but highly effective. The balconies were draped with green and white bunting and this color note was repeated in the green and white pylons that separated the space into five aisles and which were surmounted by golden caps and crowns of incandescent lights. From the ceiling many flags were hung and strict neutrality was observed by confining their nationality to our own. This was not only tactful in view of the present state of world politics but was a very welcome change from the conventional use of flags of all nations and one which might well be made general.

The fact that every exhibit was in place at the hour of opening spoke eloquently, first of the real interest felt by the exhibitors, and secondly of the efficiency of the show committee headed, as usual, by A. B. Coffman, who had the cooperation of Messrs. T. W. Henderson, Arthur Davidson and F. J. Weschler.

Every foot of floor space on the main floor was occupied and the gallery contained an overflow. The space was not only taken but most effectively filled. No exhibitor had a foot more space than was actually needed to display the goods



Bigger and better than ever

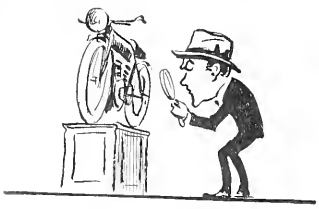
shown and the two terms most expressive of the show in general might be, "compact and comprehensive."

The following pages tell of the wealth of new ideas and new apparatus which the manufacturers have developed for 1915 and the host of dealers, for whom the show proved such an attraction, approved, as indicated by their industrious study of the exhibits. They fully appreciated the chance afforded them to become acquainted with the novelties.

All of this impresses one with the virility of the cycling trade industries, and proves that the march of improvement is a rapid one and carefully planned to adapt the products of the trade to the demands of a discriminating public while educating that public to a proper knowledge of what is best and why.

Dealers from Maine to California were in attendance. Also from far Saskatchewan and from farther New Zealand. Were they repaid for their long travels? Most emphatically, yes. No show in the history of motorcycling ever contained more radical innovations than this, and the conscientious visitors had no more time during the week than was necessary to thoroughly digest the details.

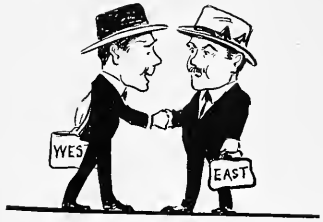
The spirit of sociability which pervaded this show accents the wisdom of divorcing it from the automobile show and the added prominence attained by having the show separate contributes beneficial results that cannot be overestimated. Every man who attended was confessedly interested in the single-tracker. They did not drift by in passing from one section of a larger show to another but they spent the time and money solely because they wanted to see just what was on exhibition.



Giving it the twice-over

And through it all there flowed a spirit of splendid optimism. A pride of participation in a great, growing and serviceable industry which was grandly spreading out into a field of commercial vastness with millions of capital invested and with thousands of men employed.

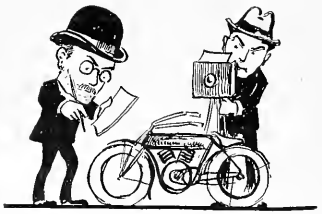
The show was not one that could be founded on a toy or a fad. The dealers who attended were solid, substantial merchants, each representive of a clientele of buyers with ready money and real buying power.



The show where East meets West

If business in 1915 may in any way be gauged by the opening show, the calamity wailers will have little encouragement and few companions.

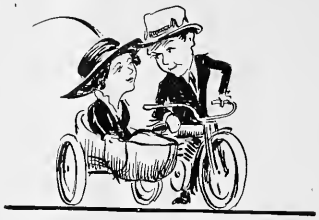
One of the significant facts concerning the visitors to the several booths was the very accurate knowledge which they possessed regarding the machines they had come to see. This is, of course, largely due to the able manner in which manufacturers and the trade press are now cooperating and to the widespread desire on the part of dealers and riders for education concerning the apparatus they sell or use.



Getting dope for the trade press

The tendencies predicted in our forecast have been verified. The general downward revision of prices, made possible by the marked improvement in facilities and organizations, accompanies an even more general increase in values.

The innovation of the three-speed gear, the wider adoption of starters and mechanical oilers, the attention given to increased reinforcements, the alterations in methods of control, the tendency toward the use of larger tires and the care bestowed in the employment of highest



Inspecting the beauties of a sidecar

quality parts and accessories, are all in accord with the constant refinement in detail which the manufacturers are making and of which the riders are getting the benefit in spite of the lower prices they are asked to pay.

Motorcycle designers have borne constantly in mind the growing popularity of the sidecar and have provided intelligently for its attachment and its traction. Sidecar makers have in response produced luxurious designs that are compelling in their attractiveness.

Lighting systems combining convenience and effectiveness are among the extras obtainable, and great ingenuity has been displayed by the saddle makers in "ironing out the road" for the rider.

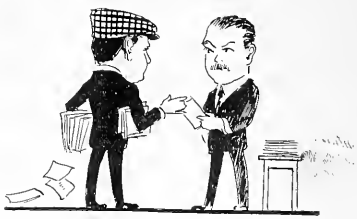
Although the fine orchestra might play the music of the dance, the minds of the visitors were on their business and the display of the manufacturers was of a character to engage the attention and to compel the admiration of the constantly changing crowds.

May the promise of the show be realized in the sales of the opening year.

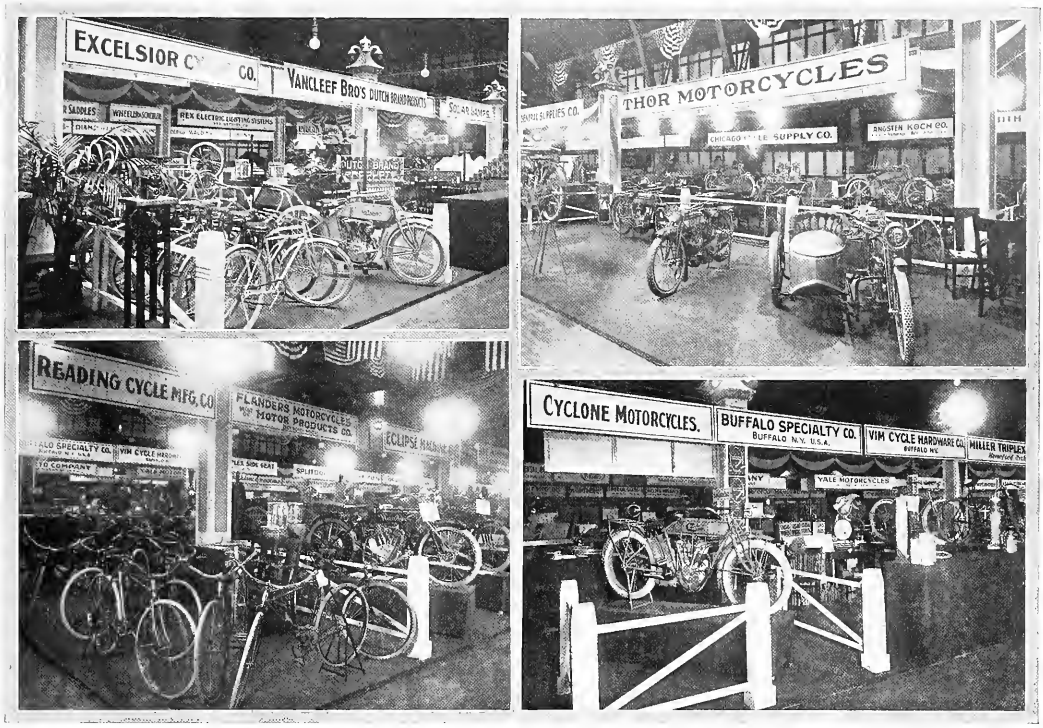
The space available this year was, of course, limited, and a larger building is necessary, so that all may have a chance to show their full line and have room to accommodate the crowds.

The early date did not work the hardships feared by the manufacturers and probably was influeneial in drawing riding dealers who saw an opportunity to combine business with a delightful autumn tour.

Manufacturers in the vicinity of Chicago entertained many of their dealers and in this way secured double benefit from the event.



Satisfying the thirst for knowledge



Getting Close to the 1915 Motorcycles

Trade Tendencies That Close Inspection of the New Machines Reveals—Three-Speeds, Light Weight Twin, Black Finish, Low Prices the Most Important.

What, in point of fact, was the most noticeable tendency on the part of motorcycle manufacturers at the Chicago show? What, in other words, was the real hit of the exhibit? Three-speed gearing, light weight twin, all weather enamel finish, reduced price, general adoption of the two-speed, universal use of the foot starter; any one of these. Scan the list. Pretty hard to tell, after all, which is the most important, isn't it? They are all so vital that it were folly to say that one, more than the others, was in the limelight.

There's not the slightest doubt, however, that the year 1915 will go down in motorcycle history as the year of the three-speed. Had there been but the single three-speed model that was announced previously to the opening of the show on the floor, perhaps this statement might have left room for argument, but with the three-speed machine having actually appeared in the booths of three of the largest manufacturers, the real leaders of the trade, and models of the same sort having been announced as in the works of a smaller plant, there is scant room for doubt that the coming year is to be in motorcycle history the "three-speed year."

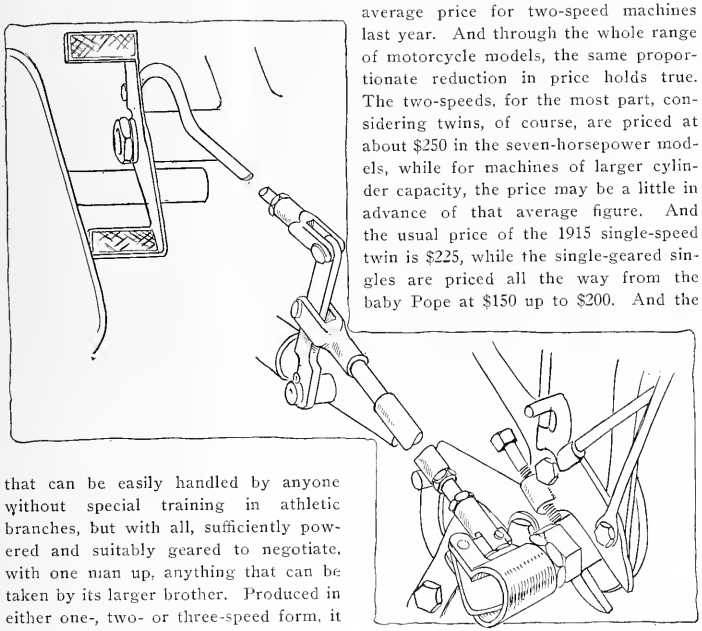
And a noticeable feature of the two-speeds, that is, those which made their appearance in person, so to speak. The gearsets of all three—Harley-Davidson, Indian and Excelsior—are of the countershaft sliding gear type, while on two of them at least a very simple and at the same time extremely efficient lock is provided to prevent shifting of the gears without releasing the clutch, so that opponents of the sliding gear are robbed of their chief if not their only argument against the type—the danger of stripped teeth which has always been the bugaboo of the automobile industry.

The three-speed, of course, is the result of the ever increasing use of the sidecar and the realization that, after all, increasing the load without a corresponding power increase makes necessary the employment of a reducing gear of one sort or another if quick getaway and ability to climb hills are to be retained as outstanding qualities of the vehicle.

But again to gloat on the appearance of the lightweight twin. And, perhaps, the chief reason for gloating comes of the fact that the type has been produced by our largest manufacturer, whose ma-

YALE MOTORCYCLES
THE CONSOLIDATED MFG. CO.
THE MIAMI CYCLE MANUFACTURING CO.
MIDDLETOWN OHIO
THE NEW DEPARTURE MFG. CO.
BICYCLES-EMBLEM-MOTORCYCLES
EXCELSIOR GENERAL SUPPLIES CO.
THOR MOTO
EMBLEM
EXCELSIO
DAVIDSON

chines, of course, are best known throughout the country. After all is said and done, however, it is but fitting that the maker with the largest output—the largest circulation, so to speak—should first get wind of the call for lighter machines, little dependable twins



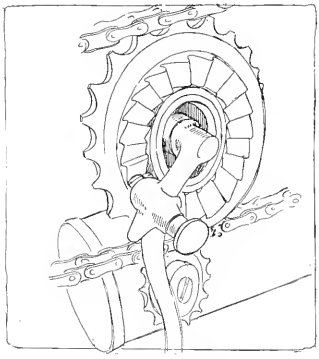
that can be easily handled by anyone without special training in athletic branches, but with all, sufficiently powered and suitably geared to negotiate, with one man up, anything that can be taken by its larger brother. Produced in either one-, two- or three-speed form, it cannot be gainsaid that the Indian lightweight five-and-a-half horsepower twin will answer the needs of the most particular, the calls of the hardest to suit. And who can say that the lighter weight machine will not attract many to the sport who have hesitated on the very brink, fearing that they had not sufficient muscular strength properly to master the operation of the heavy machines?

Oh, yes, and here's the black enamel finish, the all weather finish, which cannot tarnish and, what is more, needs but the touch of a rag to restore it to its pristine polish. And now here it is, on these Indian singles, these service models, as they are termed. Just as if the man who uses his machine in business is the only fellow who ever rides in the rain or in the mud; just as if the fellow who has to ride dislikes applying the polishing rag and the elbow grease any more than the greater number who ride from choice, from the real joy they get out of being astride the flying two-wheeler. Patience, there, fellow! Can't you see that the finish on this machine is but the entering wedge? A year hence and doubtless its application will be more general and its labor-saving surface will also cover our pleasure giving mounts, that is, the metal parts of them.

But here indeed is good news. Glance at the price cards. See what you can buy with $275 in 1915 machines. Any one of the three-speeds fitted with footboards and starter, double brakes and all. My, my, but that's $25 less than the average price for two-speed machines last year. And through the whole range of motorcycle models, the same proportionate reduction in price holds true. The two-speeds, for the most part, considering twins, of course, are priced at about $250 in the seven-horsepower models, while for machines of larger cylinder capacity, the price may be a little in advance of that average figure. And the usual price of the 1915 single-speed twin is $225, while the single-geared singles are priced all the way from the baby Pope at $150 up to $200. And the

Reading-Standard two-speed linking

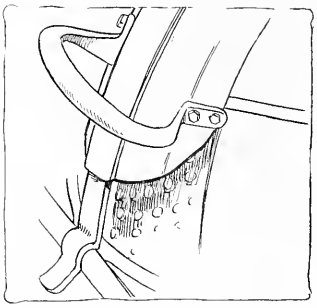
singles with two-speed gearing are selling for around the $225 mark. A dollar certainly will go very much further in purchasing 1915 models than a corresponding sum would towards buying 1914 machines, for it must be remembered that with all the price reduction there have been added a host of improvements, in all cases by no means minor in character, which represent an increase in value as surely as the fitment of the



The Thor kick starter

three-speed gear. And while on the subject of price, it would be quite a shame to pass by a new low record price which has been unmistakably set by the Motor Products Co., of Detroit, for the Flanders ten-horsepower single-geared twin. Only $210, and the machine is fully up to, if not far in advance in some respects, such as the enclosure of every moving part, for instance, the minute in details of construction.

But let us revert to gearing again. With but a single exception there is not a machine on the floor which is not made with a two-speed gearing in one or more models; the exception is the new Cyclone, which, however, it is stated, has a two-speed in the works. Anent the Cyclone and the two-speed, by the way, it might be well to add that the machine is produced by one of the first, if not the very first, motorcycle makers to adopt the two-speed device. The Cyclone is made in St. Paul by the Joerns Motorcycle Co., which is to all intents and pur-



Flanders rear hand hold

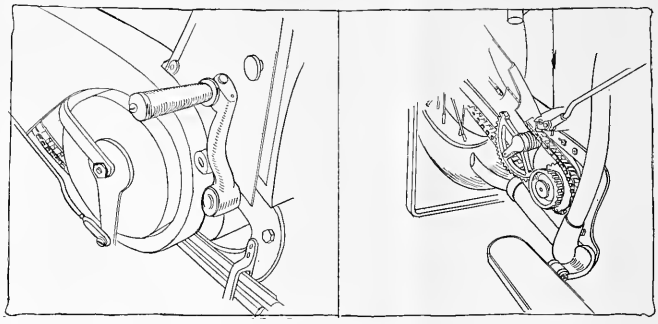
poses the Joerns-Thiem Co., which formerly made the Thiem motorcycle, one of the leading features of that particular make being the fitment of a two-speed of the hub type embracing the use of a starting handle for turning over the motor.

But to get back again to the subject. The almost universal use of the device, of course, tells the story of its real worth. Undoubtedly it has proved itself in past service and without doubt in universal application it will do much to make motorcycling more safe and withal more enjoyable by greatly facilitating the control of even the highest powered and the weightiest machines and by adding to the scope of usefulness of the lower powered ones.

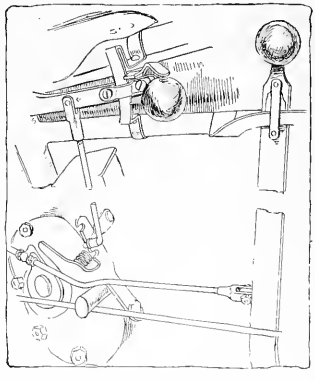
As for the types of two-speed that have met with greatest favor, that is hard to say. All three types—the countershaft dog clutch, the countershaft planetary and the rear hub planetary or

modified planetary— have gained adherents. The countershaft type, for instance, has gained the Excelsior and the Harley-Davidson—the latter is three-speed, however, while the rear hub planetary has gained the Flanders, Henderson, Reading-Standard, Schickel, De Luxe, Pope (one model), Eagle, the applications for the most part representing the adoption of the now famous Eclipse two-speed gearing. On the other hand, there is the Merkel with a brand new planetary type of gearset on the countershaft and applied in a new and distinctive manner, so that the low speed clutch—and the high one, too, for the matter of that—is relieved of all strain incidental to starting the vehicle. This happy state is brought about in the very simple manner of fitting an Eclipse clutch to the engine shaft for the purpose of doing, as the street boy would say, the "dirty work," or taking the slip and the heat and the wear that must needs accompany the starting of a motorcycle. Thus is eliminated one of the chief drawbacks of the countershaft planetary, or any planetary, for that matter, embracing the use of friction clutches. That is the rapid wear and frequent need for adjustment of the low speed band or clutch. The fitment of the Eclipse device provides a clutching surface ample to do the work without overheating and wearing too quickly, which it is hard to get in a planetary two-speed.

My, but the starters have made progress, too. In all there were not over half a dozen machines on the floor with starters of any sort on them last year, and here we are with every machine, again excepting the Cyclone, fitted with a starter of one sort or another. Seems just as if every one had grown tired of getting off, lifting the rear end of the machine onto the stand, getting on, kicking the pedals around, declutching, getting off, raising the stand, getting on and starting every time the motor should take it into its head to stall. We seem to have put up with the long routine incidental upon starting for a long time, and now just as we are getting it down perfect, so to speak, along comes the starters in great numbers so that we can sit right in the saddle, in most cases, and simply give a kick and get the old boy going. And the starters which the Chicago show revealed are so much more in advance of the starters which have appeared. Two general types are used, the toothed sector with a foot lever to bring it into engagement with a suitably positioned pinion whereby power is transmitted to the motor, and the pedal type with a runover clutch which disengages when the motor starts firing. All told, the latter type is the more generally used, being applied on the Harley-Davidson, Pope, Reading-Standard, Flanders, Dayton, Schickel, De Luxe, Yale, Eagle and Thor. The Indian, Merkel and Excelsior adhere to the sector and pinion type, in the former and the latter the pinion being carried on the countershaft, while on the Merkel the pinion is fitted directly on the engine shaft. The Emblem has an original starter of the kick variety of its own, in which a pawl engages with a ratchet placed on the Eclipse clutch which is fitted. And of course the Henderson still adheres to the starting crank which it has made famous.

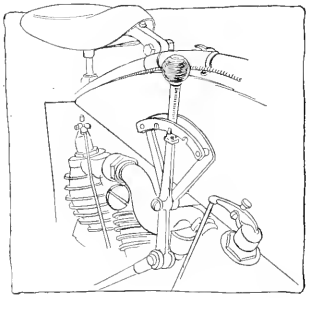


Left and right side view of Excelsior kick starter

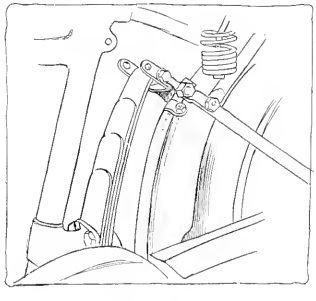


Indian three-speed locking device

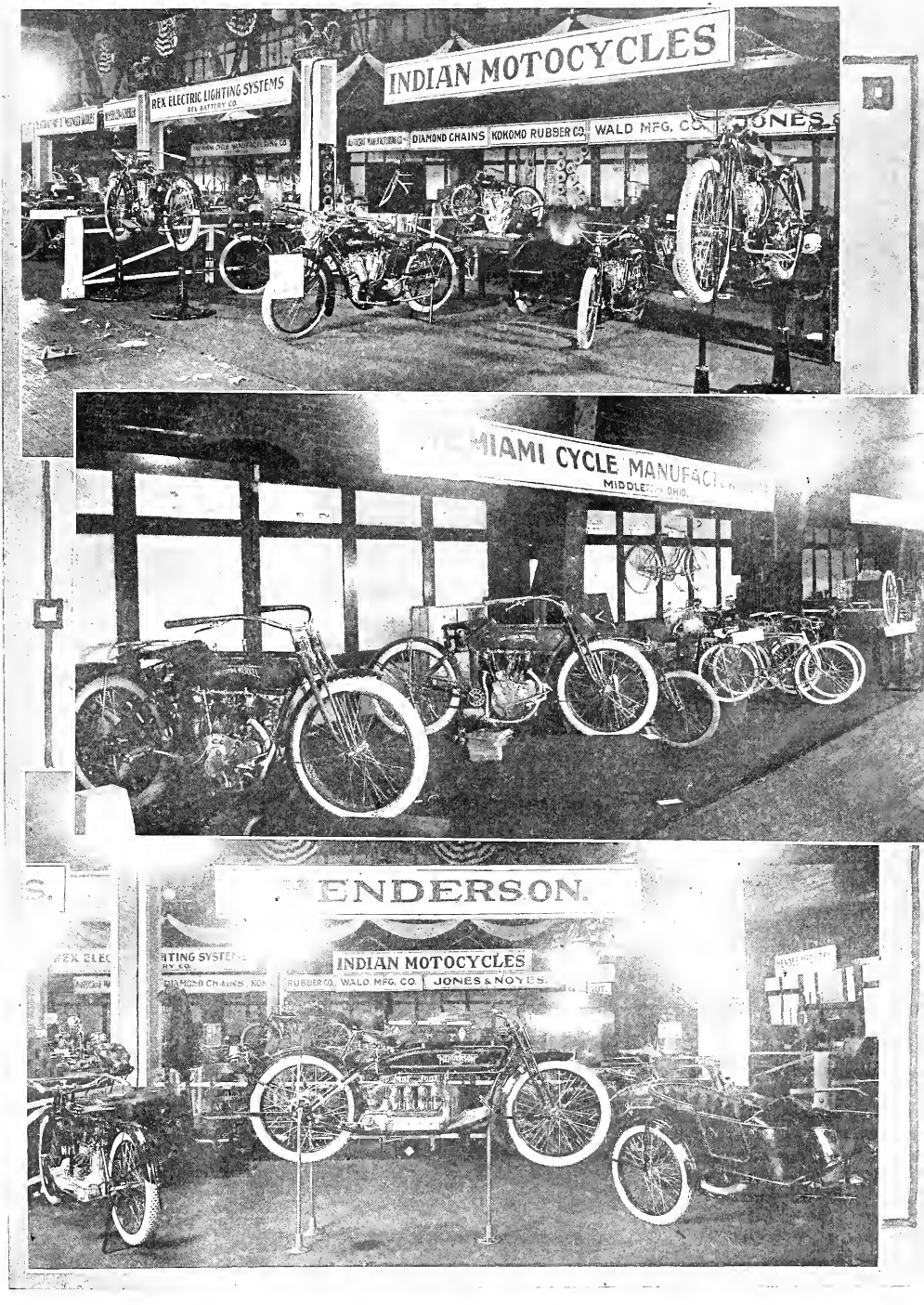
Such are the major tendencies which the Chicago show made evident, but they are by no means the only ones. Motors, for instance, have undergone some changes, outstanding among which is the decided leaning toward the use of the mechanical oiler which the adoption of that mechanism on the Excelsior, Harley-Davidson and Cyclone indicates. On the former the mechanism itself shows a decided step in the right direction by the elimination of the spring for the return of the plunger, the piston being positively operated on both pumping and suction strokes by a crank and cam wheel. The Harley-Davidson device, too, is quite unorthodox in that ball checks are done away with and a degree of positiveness in the pump operation that is uncommon, obtained by the use of a rotary valve for the control of the lubricant into and out of the pump cylinder. Other lubrication improvements are not few and far between, by any means, the Indian having directed the full flow of oil from its pump to the wall of the forward cylinder, whereby it is said better distribution of the lubricant is attained, also on the Pope some-



Excelsior gear shift lever

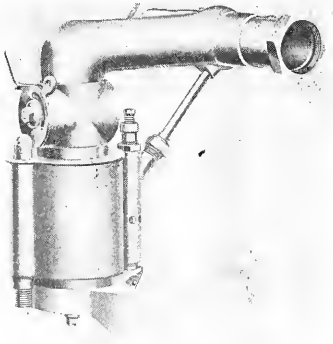


Cyclone spring frame arrangement


INDIAN MOTOCYCLES
REX ELECTRIC LIGHTING SYSTEMS
DIAMOND CHAINS
KOKOMO RUBBER CO.
WALD MFG. CO.
JONES &
MIAMI CYCLE MANUFACT
MIDDLE OHIO.
ENDERSON.
INDIAN MOTOCYCLES
RUBBER CO. WALD MFG. CO. JONES & NOYES.

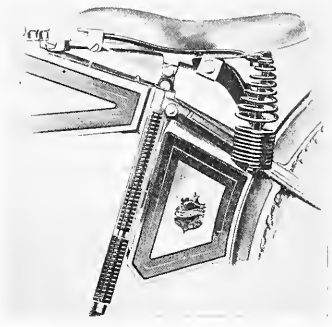
thing on the same order has been accomplished, while at the same time the operation of the oil pump has been made more nearly positive by the provision of a vent to eliminate all chance of air binding and consequent stoppage of the oil flow. A detail on the Pope, too, which is well worth comment, is the fitment of a baffle in the rear cylinder to protect the spark plug from the spatter of the oil and tending to keep the ignition device from fouling.

One of the most evident changes in the motors has to do with the valves, the mechanisms of the Harley-Davidson, Emblem and Excelsior having undergone alterations whereby their operating speed is quickened and the motor given more "snap," if not increased power, while on the Excelsior and the Thor the valve tappets or the rocker arms—the former



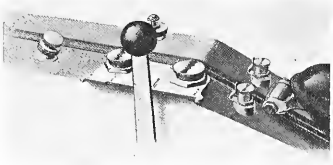
Indian automatic twin jet carburetter

on the "EX" and the latter on the Thor —have been enclosed, making for more nearly silent operation, cleanliness and better lubrication. All of which, of course, spells decreased wear. However, for the most part, the motor changes represent a general tendency on the part of the makers to fit larger and freer gas passages, providing, in the instance of the inlet system, greater volumes of explosive charge, and making for freedom from back pressure on the exhaust stroke. And right in line with this is the general tendency toward the fitment of straight through mufflers and tail pipes free from "kinks" which are liable to delay the progress of the gases. Instances of this are the Yale, Indian, Excelsior, Harley-Davidson and the Reading-Standard, the latter of which is devoid of muffler as the name is generally used, but is fitted with a straight, long tail pipe which serves the same purpose. Mufflers have been made generally more accessible and "getatable."



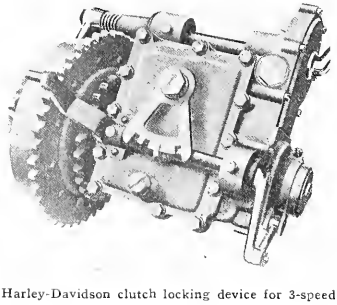
Harley-Davidson "Floteing" saddle

But anent the motors, there is one very prominent tendency that we cannot help but feel cannot redound other than to the harm of the trade in the long run. That is the all too general practice of quoting power according to what the motors are alleged to have done on brake test. In some cases the powers quoted are so high as to be identical with



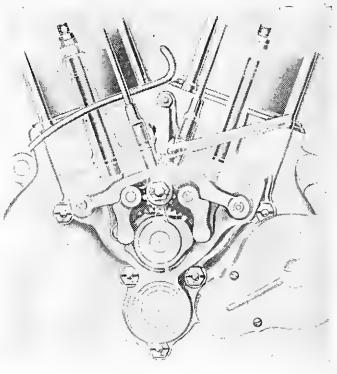
Harley-Davidson 3-speed lever, model 11-F

the powers of some automobiles, and to the man in the street, the knowledge that a motorcycle motor is just as powerful as those used in a car, doubtless will leave other than a good impression. High power implies both great weight and exceptional speed. While there is no end of those to whom these qualities appeal, are they not really representatives of the class that blackens the eye of motorcycling? And is it not the man of sober thoughts, who cares more for less speed and weight, and greater dependability, really the motorcycle "booster"? But it must be instantly evident that quoting high powers, and implying great weight and speed, whether the latter qualities are there or not, must needs do more real harm than good. In some few instances, as was before said, slight redesigning of the valve systems or the gas passages, or both, have resulted in power increases, but for the most part the power boosts are "in the air," to put it plainly.



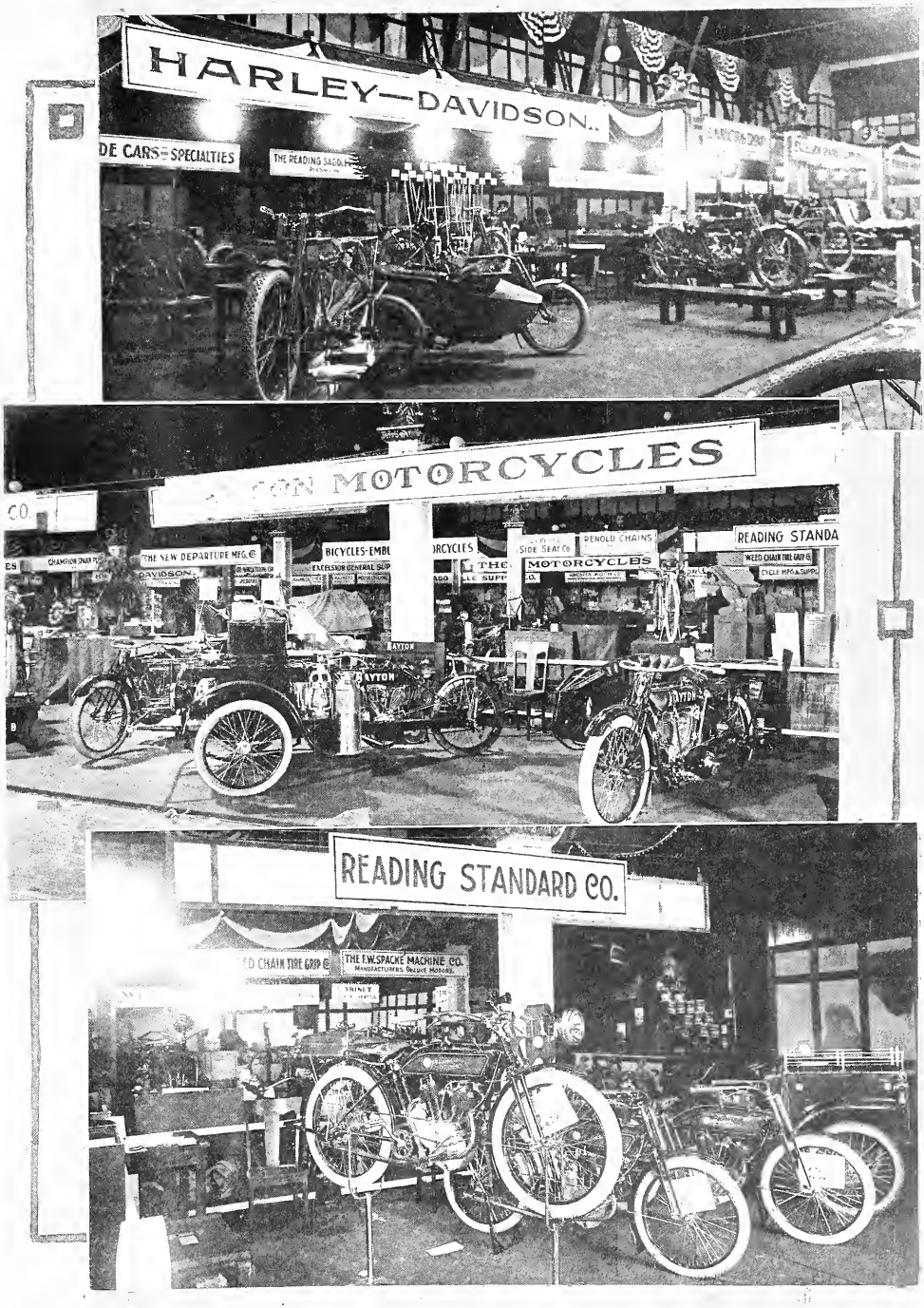
Harley-Davidson clutch locking device for 3-speed

The influence of the sidecar on motorcycle design is everywhere felt, and is confined by no means to simply the installation of two-and three-speed gears. Clutches, notably on the Indian Big twin, the Excelsior and the Pope, have been very much enlarged, the better to fit them for the heavier service they see in sidecar work, while where frames have not been reinforced with the same end in view, they have been constructed



Valve mechanism on Indian twin

wholly or in part of special alloy steels, heat treated after manufacture, to impart the requisite sertngth and toughness. In some cases, to be sure, the added strength has been acquired by neither of these methods, for heavier gauge and larger diameter tubing has been used. The same is true of brakes and braking. The real need for heavier and more dependable brakes for sidecar service is not for solo use, has at last been felt, with the result that brakes of the automobile type, with wide, flat bands operating on large diameter drums are almost universally used. And in not a few instances, the Indian, Harley-Davidson and the Excelsior, for instances, the brakes are of the combined type, with an internal expanding brake and an external contracting band, both operating on the same brake drum. The tendency toward making the brakes double-acting, so as to hold the vehicle in either direction, is exhibited notably in the Harley-Davidson construction. And while on


HARLEY—DAVIDSON
DE CARS—SPECIALTIES
THE READING SADDLE
MOTORCYCLES
THE NEW DEPARTURE MFG.
BICYCLES-EMBL
SIDE SEAT CO
RENOLD CHAINS
MOTORCYCLES
READING STANDA
DAVIDSON
AYTON
READING STANDARD CO.
THE E.W.SPACKE MACHINE CO.
MANUFACTURERS BICYCLE MOTORS.

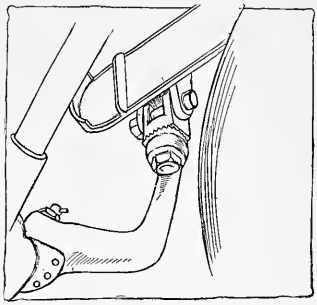
the subject of sidecar effects on the motorcycle design, perhaps it were well to point out that none is more evident than the adoption of wider chains for the transmission of power from the motor to the rear wheel, while a transmission refinement that is worthy of note is the fitting of larger sprockets, making for decreased wear on the power transmitting medium.

Cleanliness and comfort have not been altogether overlooked on the models bearing the 1915 nameplate. Glance for instance at the photographs of the Yale, Indian, Harley-Davidson, Excelsior, Dayton and a few others, and note the wide, deep flanges on the mudguards and the extra shields at the sides of the front guards. And note also the enclosure of the transmission chain on the Thor and the fitment of long rear chain guards to the Dayton models, and the enclosure of the valve mechanisms on several machines. All features making for the really cleanly motorcycle are seen to be included.

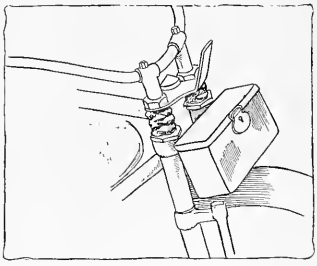
And for the evidence of attention to comfort-providing details, look at the Excelsior or the Harley-Davidson, in which the saddle position has been still further lowered, at the Cyclone, which has embraced the use of a spring frame with exceptionally large and flexible leaf spring, and at any of the models shown, and note the large, adjustable folding footboards, rubber covered in a great many cases, and in nearly all provided with a heel hold. The use of the footboard, it will be noted, has also become universal, for, save the Cyclone, which is without them, and the Schickel, which adheres to spring mounted foot rests, there is not a machine that was shown at Chicago that is minus the comfort-providing fitment.

About the use of special steels, which was touched upon in connection with frame design, it might be added that it is not alone in the frame fitments that such attention to detail is exhibited. Indeed, most of the motors embrace the use of special steels and special heat treatment for some of the parts, but perhaps the most noteworthy manufacturer to go in heavily for this commendable practice is the Pope Mfg. Co., as might be logically expected from the fact that Pope made automobiles and is applying the knowledge thus garnered to its motorcycle and bicycle designs.

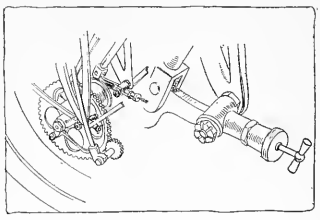
There is really nothing about the new models which holds out any hope that we are very much nearer the day of standardized controls, unless it is the quite general adoption of foot levers on the footboards for the application of the brakes, and the fitment by both Harley-Davidson and Excelsior of pedals which serve at once to declutch and apply the brake, a system that will at once appeal to the fellow who drives very much in traffic. There is, however, exhibited a marked tendency to simplify elements of the clutch control system, made evident first in the Harley-Davidson, where the foot and hand clutch controls have been combined in one unit eliminating links, and on the R-S, where the side lever is connected directly to the clutch actuating lever by means of rivets. As for gear shift controls, they are made much larger and more easily reached than heretofore, and especially is this so on the three-speed models.



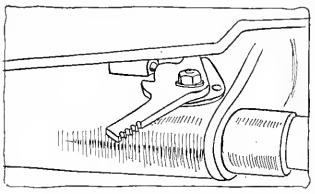
Flanders adjustable footboard



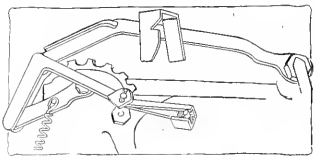
The Merkel tool box



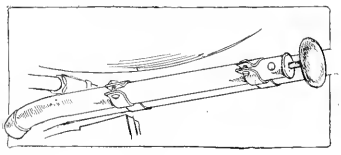
Excelsior grease cup on fork rocker arms



Harley-Davidson cutout



Thor stand; folded position

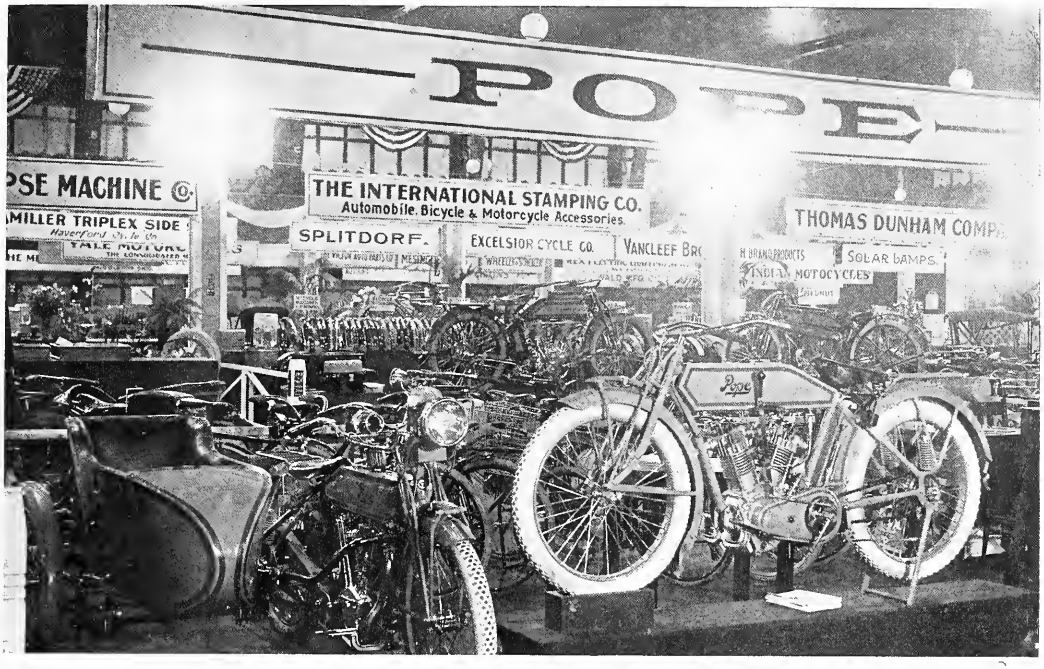


Harley-Davidson pump

Due, perhaps, to the development of a dependable electric lighting system of the generator and battery type, which is built into the machines instead of being attached to them, the electrically lighted motorcycle has made marked headway. The systems used are the Splitdorf and the Remy where generator systems are used, and where straight battery types are preferred, the Hawthorne system reigns supreme. The Splitdorf and the Remy are alike in the means of attachment, and the fact that both supply also the ignition current. At that point their points of similarity end. Both are fitted on the magneto bracket, that convenience being done away with, and are driven through the orthodox magneto gearing. The Splitdorf instrument embraces the use of two armatures for the generation of the low tension current for the lights and for the high tension current for the ignition, respectively, while in the Remy system a single armature is used, the current necessary for the ignition being "stepped up" to the requisite tension in a coil enclosed within the instrument itself. The Splitdorf is fitted to the Dayton and the Excelsior, and is optional on several others, while the Remy system is used on the Harley-Davidson with a few slight modifications which have been deemed advisable by the Harley-Davidson engineers, the better to fit it for their needs.

The fully-equipped motorcycle has not made marked progress. The tendency seems to be rather to sell the equipment separate, though comprising devices that are eminently adaptable to the special makes of machines, than to catalog the machine with equipment as a whole. In some few instances the latter is done, to be sure, but the practice is by no means as general as the last show promised.

Just a word about tanks. There is a marked move toward improvement of oil tanks, as exhibited on the Pope and the



Dayton, while as for gasolene tanks, the moulded pattern seems to be coming into more general use. Fillers are made larger than heretofore, and in not a few instances, priming syringes are fitted in lieu of caps.

Withal, the year just closed has been a year of progress. Such can be gathered from the many and varied improvements that are embodied in the 1915 models.

Endurance Ride to Exposition

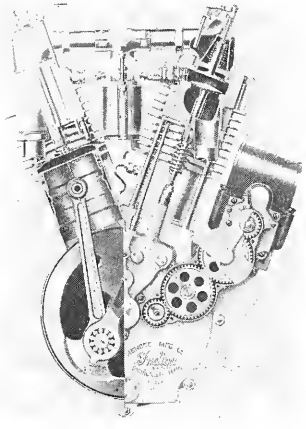
Great interest was manifested last week at the show in what promises to be an important event in the history of motorcycling. An endurance run is to held from New York to San Francisco in May, 1915, if present plans are carried out. The run is to be held under the auspices of the Panama-Pacific Exposition and other national enterprises interested in it are the Lincoln Highway Association and the F. A. M.

The long ride, which is to be the longest contest of any nature ever attempted, will start from New York, progress westward over the Lincoln Highway at an average speed of 175 miles per day until the Exposition grounds are reached, thus requiring about 20 days to negotiate the distance.

O. N. Kelly, who is attending the show in the interests of the project, advises that at least eight factories will enter teams in addition to three individual riders from each state in the Union. The contestants will not ride on Sundays, but will rest up and clean their machines.

Arrangements will be made to permit riders to join the contest at any point along the route, but no prizes will be awarded except to those who become eligible by completing the entire distance.

The run has been sanctioned by the F. A. M., under whose directions the details of the special rules governing the contest will be worked out.



Sectional view of Indian big twin, with magneto

Sayer Leads Chapple in Handicap

Two laps handicap in the nine-mile race at Brighton Beach on the 11th inst., proved too great an allowance for Arthur Chapple to overcome, and Bert Sayer romped over the line in first place. Chapple made up the handicap on George Mercier (two laps) and John Ungerland (three laps), taking second place, with Mercier third.

It was "motor day" at the track, and in addition to the regular program there was an interesting attempt by Chapple to break the five-mile record in a light cyclecar. But the attempt failed, the time for the five miles being 4:05.

George Sperl accounted for the open nine-mile event, which was run in three heats, when he took two firsts.

Chapple captured the three-mile handicap from scratch in the excellent time of 2:01⅘. The summaries:

Australian Pursuit Race—Won by B. Sayer; second, M. Costello; third, G. Mercier. Time, 5:28. Distance, 7 miles.

Nine-mile open race—Won by G. Sperl, 13 points; second, P. Cronin, 11 points; third, J. Ungerland, 6 points. Time for best heat (3 miles), 2:30.

Three-mile handicap—Won by A. Chapple, scratch; second, G. Sperl, 1 lap; third, M. Costello, 1 lap.

Nine-mile handicap—Won by B. Sayer, 2 laps; second, A. Chapple, scratch; third, G. Mercier, 2 laps.

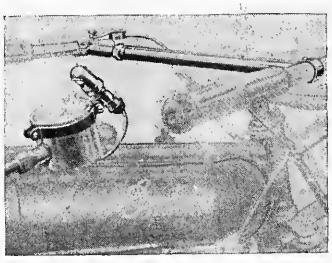
Accessories Disclosed Much That is New

Lighting Outfits, Saddles and Horns in New Designs Predominated Among the New Comers—Ignition Devices Also Were Prominent in the Booths of the Fitment Exhibits.

What's new in accessories? Well, to tell the truth, there are lots that is new, but for the most part the newness cannot be classified by any stretch of the imagination to a point where the distinct and individual trade tendencies can be distinguished.

For instance, with but a single carburetter maker exhibiting, the Schebler, and but a single motor maker displaying his product, it cannot truthfully be said that the improvements noted in their especial wares denotes collectively the tendencies of the manufacturers of carburetters and motors. And so with the balance of the accessory show, there are no distinct trade tendencies to be noted among the products of those who specialize in parts and fitments.

For all of that, however, there were four new horns that made their appearance. Perhaps the most interesting is the Stewart, made by the Stewart-Warner Speedometer Corp. of Chicago, and which is of the hand-operated type. Finished in black and nickel, and furnished with a clamp which serves to attach it firmly to the handlebars, or if desired to the top tube, the new noise maker lists at $4.75. The Garford Mfg. Co., maker of Maxo horns, had a new type employing a small electric motor to actuate the diaphragm in place of the "buzzer" device, which is used in the Maxo horns. The device is very well worked out and consumes a minimum of current. It will be sold to manufacturers only.



Stevens' Matchless speedometer lamp

The third of the newcomers also is of the diaphragm type, the diaphragm being actuated, however, by means of a cam wheel which is driven by friction contact with the tire of the front wheel. A suitably pivoted bracket attaches to the forkside and brings the horn in proper relation to the wheel, so that the friction wheel is brought in contact with the tire when a handlebar lever is depressed; the lever connects with the bracket through the intermediary of Bowden wire. The horn, which quite fittingly is known as the "Screamer," lists at $5.

Then, there is the Schwarze horn, made by the Schwarze Electric Co., Adrian, Mich., which has been changed but slightly from the design that was offered last year. It is intended to operate on a couple of dry cells, and sells for $4.50.

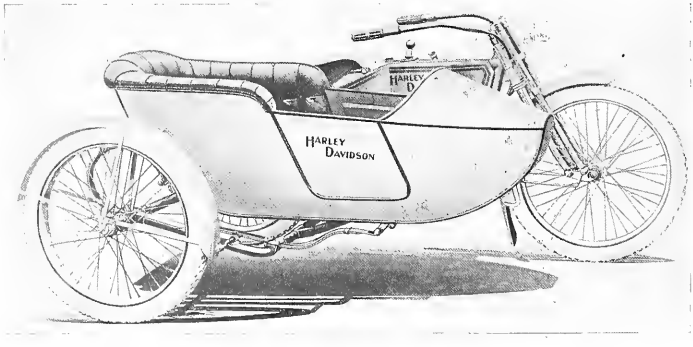
Three new and unheralded saddles made their appearance. First and foremost is the Flexo, which came to light at the booth of the Reading Saddle & Mfg. Co., of Reading, Pa. It is distinguished by the fact that although it is a padded saddle, there is no metal under frame to add rigidity. In other words, it is a suspension type of saddle, with all the comfort features of that type inherent, while at the same time it has the additional feature of being also padded. The regular Reading "Top Notch" spring suspension is used.

Quite as interesting is the saddle which appeared at the booth of the H. & F. Mesinger Mfg. Co., of New York City.

Hearsey's bicycle tire with motorcycle fabric

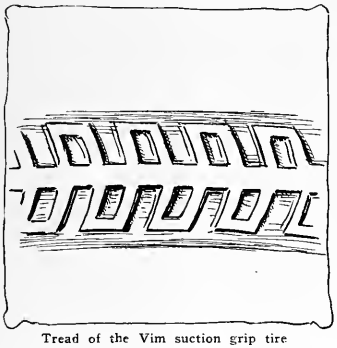
Its claim to newness results from the use of a very simple underframe made of just a couple of rectangular bars of steel in the shape of a "T" in place of the strip metal underframe that usually is used. The Mesinger combined enclosed spring and pneumatic suspension is used on this model, which is distinguished by its extreme simplicity and fewness of parts, making it clean cut in appearance.

But the most unusual saddle appeared at the booth of the Stoll Mfg. Co., of Denver, Colo., maker, it will be remembered of the famous "Dream" tandems. The saddle which is now featured is somewhat on the same order and also gives the comfort implied in the appellation. The saddle, which is well padded with soft hair, is mounted on four exceptionally long enclosed helical springs in telescoping tubes and is provided with a back rest of the "all the comforts of home variety. The attachment, which is finely finished, lists at $20.



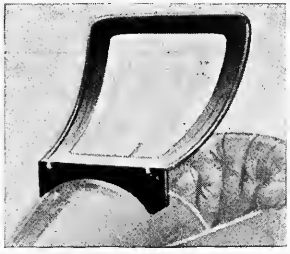
Sidecar designed and made by Harley-Davidson

Electric lighting systems, which were exhibited in large numbers at last year's show, were not so numerous at the present exhibit, only four being showin at the booths of the various accessory exhibitors. The Splitdorf Mag-dynamo, of course, was on view, and having been described in full in a previous issue, needs no further comment. Suffice it to say that it is a combination instrument with separate armatures for the production of the lighting and the ignition currents, with an electro magnetic field in place of a permanent field, and that it is designed to be driven in the same manner as the magneto which it displaces. It is used in conjunction with a set of storage batteries, and as a dynamo, develops six volts. The Rex system, made by the Rex Battery Co., of Chicago, and which was one af the number that were shown last year, appears in refined form. So well has the system stood the gaff, so to speak, that the only changes found advisable are the fitting of a special non-spillable vent to the batteries, effectively preventing slopping in case of a spill, and some slight alterations in the outer casing of the dynamo. The principle of the affair has not been altered in the least nor have the main features of the simple construction been changed.



Tread of the Vim suction grip tire

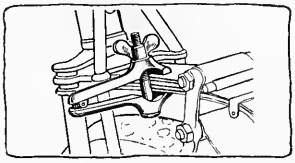
In the A. B. C. device, which is the product of the A. B. C. Generator Co., of Los Angeles, Cal., and which in conjunction with S. & M. lamps, was displayed by C. Will Risden, the Southern California Indian distributer, we have a newcomer. It is of the straight dynamo type, the batteries having been dispensed with, it being deemed better to dispense with the light at periods when the motor is inoperative than to increase the complexity and cost of the attachment by their addition. The generator is a series wound instrument and is designed to be driven by either belt or chain from any convenient part of the mechanism, preferably from some shaft on the motor. Regulation of the output despite the varying motor speeds, is effected by means of a third brush working in conjunction with a split field piece and a very short hot wire coil. The mechanism can conveniently be attached to any make of motorcycle that permits of the means of obtaining the drive. It operates on six volts and gives a maximum of 4½ amperes at a speed corresponding to 25 miles an hour. The fourth system was the well known straight battery system put out by the Hawthorne Mfg. Co.



Stevens' streamline windshield for sidecar

Lamps were very plentifully displayed. And there is a little bit of newness embraced in their design and construction, notably the use of a separable plug that serves as a switch on the Solar combination headlight and the new tail light, which serves also as a trouble light, and which made its appearance at the same booth. New tail light designs, as well as other new products, were shown at the booths of the Hawthorne Mfg. Co., Motor Car Supply Co., S & M Lamp Co., B & L Auto Lamp Co., Badger Brass Co., and others.

In the way of tandem attachments, there was quite a bit of newness that came to the surface, though the show served to introduce nothing that was really radical in this line. So also with sidecars, save in the case of the Harley-Davidson and the Dunham sidecars, both of which are fully covered elsewhere.

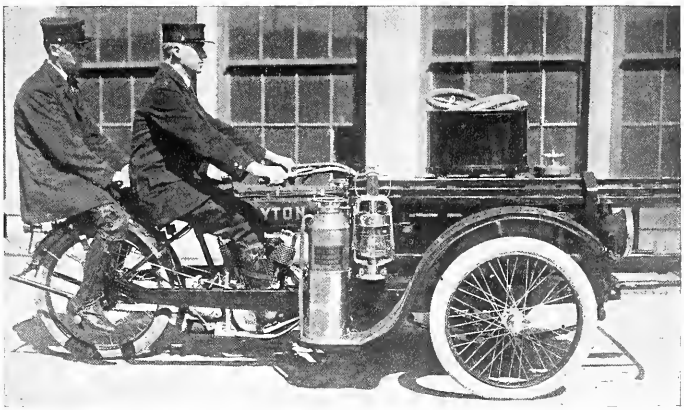


Stevens' hand vise made of dropped forgings

Stevens' pedal wrench

In tires, the leaning seemed to be decidedly toward tires with colored treads, considering the bicycle pneumatics. This might be expected, considering the fact that bicycles generally are even more inclined "motorcycle wise" than heretofore, toward the use of motorcycle tire fabrics in the construction of the bicycle casings.

With the introduction of a new type of magneto—the inductor type, represented by the Splitdorf Magneto Co.'s Dixie—there is a bit of radicality that may be significant. One other new tendency cropped out at the booth of the Ericsson Mfg. Co. in the shape of the Berling locking type of magneto, in which a lock on the breaker case serves to ground the current within the instrument itself, effectively preventing theft of the machine. The Berling has also been improved to the extent that the cams serving to operate the breaker arms are formed integral with breaker casing, making for clean cut design and fewness of parts.



The husky Dayton chemical fire-fighter

Who and What Were Found in the Booths

Being An Outline Description of the Principal Exhibits in the Many Spaces and Telling Who Was There to Explain the Product, Book Orders and Plan Lively Selling Campaigns.

Cabinet Spring Seat Co., Paterson, N. J.—President F. B. Parker, and Walter Schwass. The booth contained a display of the combination spring seat and cabinet for motorcycles, which in its new model is supplied with a nickel plated handlebar. The cabinet is made in two sizes and with two tensions; one is adjusted for 130 pounds weight, while the other is adjusted for 30 pounds more than that. It is made only in the one color, natural leather, and is easily attached to any luggage carrier through the agency of a clamp with spring washers and wing nuts. It serves the purpose of a comfortable tandem seat and offers space for tools, tubes, etc. When compressed to its limit there still is two inches of space between the top and bottom, while the other dimensions remain 14 inches long by 7 inches wide. The price is $3.50.

The Cycle Mfg. & Supply Co.—Naturally the booth was in charge of A. J. Musselman, who was assisted by a staff comprised of R. C. Wagner, Harry Fisher, M. Fisher and Louis H. Kuehl. While of course the Musselman combination bicycle carrier and tandem seat formed a large and interesting part of the exhibit, the real feature was a Sturmey - Archer three - speed coaster brake, which this company is going to introduce in America. For demonstrating purposes a bicycle fitted with the device was mounted on a stand, where its operation could be observed, and for those who really wanted to try how the "wheels go 'round," a home training set was installed in the booth, where the speed men and road pluggers tried their skill and at the same time learned more of the three-speed gear.

Chicago Cycle Supply Co., Chicago, Ill.—A complete line of motorcycle accessories and a number of bicycles comprised the exhibit. In the row of two-wheelers were one-half dozen Perfection diamond frame machines, one Perfection sidecar and one Perfection motor bike with truss frame and motorcycle type handlebar. A large line of Bevin balls also was exhibited. The exhibit was in charge of H. P. Hanson and C. J. McCormick, who received the assistance of 12 members of the company's regular selling staff.

Ericsson Mfg. Co., Buffalo, N. Y.—Various types of Berling magnetos, including the one- and two-cylinder type M, one-, two- and four-cylinder type N, and the type N dual magneto, the latest addition to the Berling line. The locking magneto was also shown. The exhibit was in charge of T. S. Hemenway, treasurer of the company, who was assisted by H. R. Dilks and W. C. Berling. Two panel frames displayed respectively the component parts of the type M in detail and the type N.

Angsten-Koch, Chicago, Ill.—These manufacturers are showing an extensive line of accessories and had among their features a combination lamp bracket and Prest-O-Lite holder and a new combination tandem attachment. At the booth were H. W. and J. P. Angsten, D. F. Koch and Fred Pierce, the latter formerly being with F. A. Baker & Co., New York.

(Continued on page 30)

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NEW YORK, OCTOBER 20, 1914

DON'T LEAVE YOUR FLAG AT HALF-MAST

Over in England, where the war has hit them hard, the two-wheeler dealers keep a stiff upper lip. Patriotism is the watchword over there, and the dealer shoulders his loss in sales knowing that times are going to be better shortly, that they are not as bad now as the conditions seem to warrant, and that if his weekly sales drop off there are government orders to fill, and markets overseas to be covered. He flies a flag in his window, sticks up the legend, "BUSINESS AS USUAL," and makes the best of things generally.

There is no denying that the war is being felt in this country to some extent. The worst stage was at first, however, and if we stop to think about it we can realize that the only vital injury that can come to this country through the war is curtailment of shipments abroad. And now our exports are coming back to their normal size, following the first panic. Last month $20,000,000 worth of goods were exported from New York, as against $8,500,000 in August, and the figures are growing. During the bad month of August motorcycles to the value of $40,000 were exported, only $6,000 less than in July, before the war scare. Incidentally the motorcycle exports for the last eight months in 1914 have totalled $1,104,599, as against $625,494 in 1913 for the same months.

The worst of the war depression is over now. A bigger market than ever lies before the two-wheeler dealer. This is the time to be patriotic. This is the time to boost, not to draw back. Hang out this motto —"BUSINESS BETTER THAN USUAL."

WHAT ARE YOUR "AFTER SHOW" PLANS?

The show is over and the lessons that it teaches are brought home to every visitor, whether dealer, rider, or prospect. Under able management it has been successful in every detail, from the decorations to the staging of the exhibits.

Every man who came to see it was interested in the single-tracker, and most of them knew motorcycle values from A to Z. It was an intelligent crowd that knew what it wanted to see and why. And it represented solid purchasing power.

You dealers who attended the show—are you stocked with the new models, the improved accessories, the better lighting systems, the novelties which the crowd saw at the show, and will demand during the coming season? If not, now is the time to replenish your line of goods.

The show is an augury of the vast commercial field through which the two-wheeler is making its way, and which is increasing year by year. Those at the head of the advance are not moneyed men, or especially fortunate men. They have gained their position by forethought and the ability to make the most of every change. They are the men who go to a show and study it, then take advantage of every good thing in it, and go home and work for next season. They do not sit down and wait for business to pick up. They go out after it and make the public realize how much better their goods are than ever before. Are you one of these?

A WORD ABOUT MOTORCYCLE VANS

The use of the motorcycle van has not in all cases met with the success that it should. Merchants, after a brief experience, have discarded the machine, feeling that they had made a costly experiment. Is it the fault of the motorcycle?

Where a storekeeper has formerly employed five or six errand boys, the opinion seems to prevail that the three-wheeler can competently replace them all. One youngster is then retained at about the same wage to run the machine and take over all deliveries. A period of "joy riding" usually follows, with its inevitable result—a big bill for the boss "to foot."

Would it not have been wiser to hire a man, giving him, say, a compensation of $15 weekly? The motorcycle would then be handled as it should, and, considering its ability to give better service and its advertising value, would come up to every expectation. Every dealer should impress live merchants with these facts, for success in the use of the motorcycle for deliveries means the increased sale of the machine in a fertile field.

"TIRELY" SATISFIED SAY M. M. A. MEMBERS

Early Show So Complete a Success Association Decide to Hold October Show in 1915—Will Participate in New York Automobile Show in January

The regular quarterly meeting of the Motorcycle Manufacturers Association was held on Wednesday last, 14th inst., in the new Southern Hotel, Chicago. President T. W. Henderson presided and after calling the meeting to order F. W. Starr was appointed secretary pro tem, in the absence of L. D. Hardin, who was unable to get to Chicago until later in the week.

While no business of importance was transacted, not the least interesting of the proceedings was the informal discussion of the motorcycle show which was then in progress. The members present at the meeting agreed that the opening days of the show justified the experiment of holding the exhibition at this early date and that the attendance and enthusiasm were unmistakable signs of the popularity of the innovation and that the two days' attendance were an evidence of what could be expected during the balance of the week.

The number of exhibitors who had rented space showed that the trade endorsed the "early show" and this, coupled with the interest shown by all concerned, prompted the unofficial determination to hold another "early show" next year. While the question was not definitely settled the probabilities are strong that October will again be show month.

Two addresses were listened to by the manufacturers. Mr. Elliot, of New York, spoke at some length on the "safety first" movement and made a plea that his hearers should take an active interest in the movement and assist in furthering its progress in every way.

Chairman Johnson of the Legal Action Committee of the F. A. M. discussed the subject of "bad laws," and emphasized the injury which the trade and riders would experience if the present trend of legislators toward proposed pernicious legislation to govern motorcyclists was not curbed. He spoke specifically of the unjust legislation which is proposed in Massachusetts and suggested that some steps be taken by the M. M. A. to protect the interests of motorcyclists.

Acting on the suggestion the chair appointed F. J. Weschler and J. P. Fogarty a committee to confer with manufacturers and secure from them an expression of their views, which then would be brought to the attention of the Highway Commission of the State.

It was decided to support the motorcycle exhibition which will be held in New York in connection with the automobile show in the Grand Central Palace, January 2-9, and to participate in the exhibition.

The next meeting of the association has been called for January 4th at 11 A. M. in the Hotel Astor, New York.

The following were in attendance: T. W. Henderson, Henderson Motorcycle Co.; Arthur Davidson, Harley-Davidson Motor Co.; F. J. Weschler, Hendee Mfg. Co.; J. P. Fogarty, F. W. Starr, Pope Mfg. Co.; Horace Huffman, Davis Sewing Machine Co.; F. B. Mathis, Excelsior Motor Mfg. & Supply Co.; H. B. Kirk, Aurora Automatic Machinery Co.; W. G. Schack, Emblem Mfg. Co.; F. Joerns, D. A. Kendall, Joerns Motor Mfg. Co.; A. B. Coffman.

Looking Forward — Coming Events

October 21 and 22, Norton, Kan.—Series of motorcycle racemeets on the half-mile dirt track under the auspices of the Northwestern Kansas Motorcycle Club.

October 25, Grant City Park, Chicago—Ten-mile race of Chicago Cycling Club.

October 25, Macon, Ga.—Motorcycle races in connection with the State Fair, which commences on that date.

November 3-7, San Angelo, Tex.—Series of motorcycle races in connection with the Fall Fair, under the auspices of the motorcycle club of that city.

November 7 and 8, Phoenix, Ariz.—Second annual Coast—Phoenix road race for 470 miles, staged under the auspices of the motorcycle club of Phoenix in cooperation with the Arizona State Fair Commission and the San Diego Motorcycle Club.

November 26, Savannah, Ga.—Professional 300-mile road race over Grand Prize automobile course.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

G. J. WAGNER APPOINTED F.A.M. STATE REFEREE

Chairman Donovan Names Rochester Excelsior Agent to Succeed Will R. Pitman—Appoints "Jimmy" Walker to Like Position in Connecticut

An appointment which will be of intense interest to racing men in New York state was made last week by Chairman Donovan of the F. A. M. competition committee, who named George J. Wagner as state referee in the Empire state, succeeding Will R. ("Happy Days") Pitman. Wagner is well known to the trade and in racing circles, where he has been a prominent figure for several years.

Wagner is the senior member of the firm of Wagner & Dolph, Excelsior agents in Rochester, N. Y., and made his debut as a big meet referee last July, when he officiated in that capacity at the New York State F. A. M. meet in Saratoga. Wagner is a man of strong individuality, keen witted and in all things a hustler. If he wants to enforce the rules he will, despite any and all kinds of opposition, and it is probable he will make a good name for himself in the position.

Another appointment made by Chairman Donovan was announced last week when he named "Safety First Jimmy" Walker, of the Weed Chain Tire Grip Co., as referee for the state of Connecticut. Walker's career as a track official will be watched with interest. He's a genial fellow who has a host of friends and as an old racing man he knows the ins and outs of the sport from gun to finish line. He will be well known to all the riders.

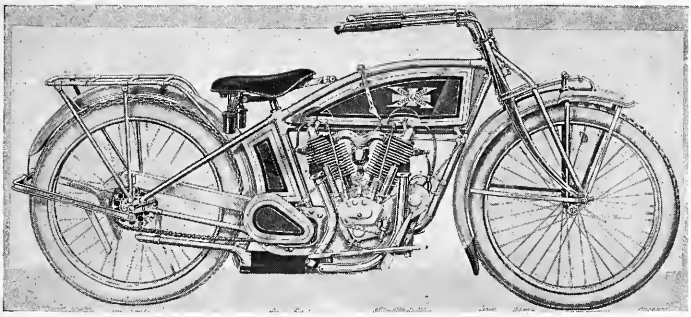
New Departure Wins Appeal

The Circuit Court of Appeals for the Southern District of Ohio, on Saturday last, 17th inst., handed down a decision at Cincinnati in the case of the New Departure Mfg. Co. versus the Davis Sewing Machine Co., for the infringement of their patent on coaster brakes. The decision affirms the decree of the lower court, which was favorable to the New Departure Mfg. Co., on the validity of the New Departure patent. On all claims at issue, the Davis Sewing Machine Co. is perpetually enjoined from manufacturing an infringing device and is ordered to make a payment of damages to the New Departure Co. and to pay all costs of suits.

Excelsior Also Offers a Three-Speed

New Motor, Kick Starter and Countershaft Gearsets in New Multi-Geared Models—Three-Speed Lists at $275 and Two-Speed at $250—Other Changes

Yes, there's a three-speed in the Excelsior line, just by way of breaking the news to the fellows who are still in the dark on the subject. And it is priced at $275. And there's a two-speed with a countershaft type of gearset—the three-speed is all of that—which lists at $250.



Three-speed Excelsior twin, model 15-3, with power plant re-designed. Price, $275

And—well, there are five other models in the Excelsior line, but save with improvements very minor in character, they are perpetuations of the same models which were included under the 1914 nameplate.

The two really new models are known as 15-2 and 15-3, respectively, the first denoting the two-speed and the second the three-speed model. They are new from stem to stern, so to speak, even the motor having been re-designed, though a great many of the exceptional features of the older Excelsior motor are retained in the new product. Bore and stroke are the same, and overhead inlet valves and direct thrust exhaust valves are used. A noticeable feature is that the tappets of both exhaust and inlet valves are fully enclosed, making for silence in operation, for cleanliness, and, above all, for decreased wear, for the lubricant is retained while the road grit is kept out and cutting prevented.

Perhaps, however, the most noticeable feature in the design of the new power plant, if not the most notable, is the incorporation of an automatic mechanical oiler which takes care of the lubrication of the entire motor without the need for the slightest attention on the part of the rider. The device is of the plunger pump type, the plunger being driven at comparatively slow speed by means of gearing from the timing gear case. The pump itself is mounted on the outside of the timing gear case. A feature of the system is that there is no spring to push the plunger down on its return stroke, the motion being made positive by connecting the device directly to the driving mechanism through the intermediary of a pin and cam wheel, so that there is no chance for the plunger to stick, owing to the viscosity of the oil or the weakness of the spring. The slow moving feature also is brought forward as an important point in that it gives the oil plenty of time to flow into and out of the pump cylinder. The control of the lubricant is by no means of a ball check on the outlet pipe and a cylinder post uncovered by the piston during its stroke for the incoming charge. The oil is forced by this pump to the forward cylinder in part, while some of it makes its way to the left main bearing and thence to the crankcase, where it is distributed to the various surfaces in need of lubrication by means of the splash system. A small reservoir on the pump insures that the full quantity of lubricant enters the device at each stroke of the piston.

The two-speed device, as was before said, is of the countershaft dog clutch type, in which the main shaft is mounted on roller bearings with 3/8-inch balls, while the lay shaft is carried on exceptionally long bronze bushings. The dog is mounted on the main shaft and is fitted with teeth of special design, which are intended to enable the clutch to slip in and out of engagement with the teeth on the sides of the gear wheels with the least possible trouble, and ensuring smooth operation with a minimum of wear and tear on the driving dogs. At the same time the teeth hold fast when in engagement. The gears, which are always in mesh, as a matter of course, have 5/8-inch face and are of 9 pitch, making them ample to do work very much in excess of that imposed upon them in the service, providing an ample factor of safety.

The three-speed is not unlike the two-speed in general appearance, and is interchangeable with it on the same frame. It differs, however, in that instead of having a simple dog clutch, a sliding gear with dog clutch teeth on either side is mounted on the main shaft and designed to engage with the gears at either end of the shaft, just as with the two-speed, and also with a gear mounted at the center of the lay shaft providing intermediate ratio. In other particulars, the three-speed is similar to the two.

The clutch is formed integral with the gearset in both cases and is of the plate clutch type, with sufficient surface to ensure smooth and steady gripping without undue heating. A feature of the drive system is that the drive sprocket jointing the gearset with the rear wheel is mounted on the right side of the gearset, so that, like the two-speed Pope, the driving chain is on the right side from the countershaft back, providing a shorter chain line and thereby eliminating quite a bit of strain on the frame, especially at the rear fork ends.

The starter used is of the "kick" type, the starting lever being mounted on the left side of the machine, while a shaft to which it is connected runs through to the right side and carries a toothed segment. This segment is designed to engage, when the pedal is depressed, with a pinion mounted on the end of the countershaft, so that the power is transmitted through the countershaft and

through the short chain to the motor. The lever is held, normally, out of engagement with the pinion by means of a coiled spring, and the pinion is mounted in turn on a ratchet device which allows it to turn in the wrong direction without carrying the countershaft with it. The pedal is hinged so that it can be folded over in an out of the way position when not in use, and by way of inducing silence and preventing at the same time slipping of the foot, the pedal is sheathed with rubber. The gear ratio is such that the motor is given several rapid whirls at each depression of the starting pedal, making its start almost certain.

The frame of the new machine differs quite a bit from that employed on the other models. The top tube slopes down from a point well in advance of the saddle, so that an exceptionally low riding position is attained, making for greater comfort. A specially heavy fishtail reinforcement is fitted directly behind the head, and the rear stays have been made considerably heavier than on the other models, providing additional strength necessary for the use of the machine in connection with a sidecar.

The front fork has been made considerably heavier, and an added leaf fitted to the spring. The rocker plates are heavier, slightly different in shape, and are provided with compression grease cups which ensure proper lubrication and reduce wear. The rear hub, of course, is of entirely new design and embodies a pair of band brakes, both internal expanding and external contracting, operating on the same six-inch drum.

A neat feature is that by means of a lever positioned on the left footboard, the clutch first is released and upon further depression, the brake is applied. This, of course, makes for safety in the manipulation of the machine, which will be appreciated by the rider who travels much in traffic. The tank now is of the molded type and is substantial, with large filler openings and with a syringe for priming purposes fitted in the gasolene opening.

Members of the Atlanta Motorcycle Club are planning to hold a number of endurance runs during the fall. They are going to tour to Macon for the annual fair, covering the distance of 103 miles at an easy rate.

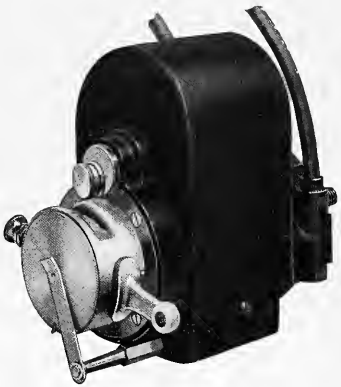
Ed. Heinsch, president and manager of the Motorcycle Accessories Co., of St. Paul, Minn., visited the show. He was greatly interested in the exhibits of the latest models.

New Locking Device from Berling Co.

One of the recent additions to the Berling magneto line, manufactured by the Ericsson Mfg. Co., of Buffalo, N. Y., is the type N-21 motorcycle magneto equipped with a lock for cutting out the ignition. Motorcycle riders have long felt the need for a magneto of this kind to guard against the theft of their mounts, the same as the automobile owner is protected.

The accessibility of the magneto on the motorcycle permits the lock to be made a part of the magneto, thus making the lock absolutely positive. The ground connection is made inside the magneto so that there is no possible chance to start the motor after the key is removed.

The substantial manner in which the lock has been built into the magneto is in keeping with the sturdy construction of the balance of the Berling Type N



New Berling locking magneto

magneto. The one-piece frame eliminates a number of parts and thereby reduces the chances for loose screws and consequent trouble. The entire magneto is protected from dust, oil and water in the most effective manner.

On the latest types of Berling magnetos the cams which operate the interrupter are an integral part of the interrupter housing. This housing is formed from a single piece of steel and the cams pressed into it. After hardening, the housing is ground to fit its bearing on the magneto and the cams are of course accurately ground to insure perfect timing. This construction eliminates any possibility of loose cams.

Phoenix, Ariz., reports that a new motorcycle club with 30 charter members has been formed, with Raymond Smith as promoter. It will be the successor to the Phoenix MotorCycle Club.

SPEED-FEST OF YEAR AT SAVANNAH RACE

Noted Experts from the Factory Teams Scheduled to Appear on the Famous Course Thanksgiving Day — Perry, Winner in 1913, Will Try to Repeat

The Savannah papers herald the approach of the annual classic for Thanksgiving Day with an announcement of the probable make-up of the factory teams. The noted speedsters of the country are expected to start in this event, where the riders will receive large cash prizes.

To show the activity that the factories as well as the local club have displayed the Excelsior factory has already announced its riders in a letter to the club. Of course, Robert Perry, of Joliet, Ill., who won the contest last year, will again head the team, while Carl Goudy, of Fairbury, Ill., who made the fastest lap here, will be second man. A new one among the riders will be Joe Wolters, of Los Angeles, Cal., but this same Joe recently won a 250-mile race at Sioux City, Ia., and holds many records. The fourth man on the team will be Bert Camplejohn, of Jacksonville, Fla., who will be remembered as winning third place here last year.

Just how many riders the Hendee Mfg. Co., makers of the Indian, will send is not known, but Edwin G. Baker, of Phoenix, Ariz., who now holds the cross-country record and winner of many world's records, will lead the team. Creviston, of Chicago, Ill.; Rex D. Edmonds, of Salem, S. D.; Slivers Boyd, of Colorado, and about six others are also expected to ride Indians.

The Harley-Davidson Motor Co., which has recently entered the racing game, will rely upon Al, Stratton, of Rockford, Ill.; Cunningham, of Illinois; Gust, of the same place; Brier, of Chicago; Rowe, of Chicago; Spetch, of Birmingham, and Gray Sloop, of Moresville, N. C.

The Merkel will have Maldwyn Jones, who won second place last year, from Lebanon, Ill.; Pineau, from Williamsport, Pa., and Taylor, from Middletown, O.

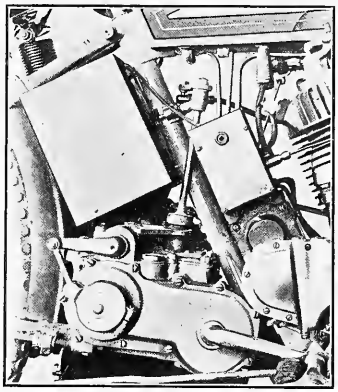
The Thor and Pope companies have not yet written the club just what they will do in regard to entries, but from their representatives who have been in Savannah recently they will each have about four riders. This combination of speed merchants should produce a contest to delight the fans. Every two-wheel owner who can, will attend.

Harley-Davidson Offers Electrical Models

Fitted With Combined Electric Lighting and Ignition System of the Dynamo and Battery Type—Dynamo Is Also a Magneto and Is Located in the Same Place—Details of System

That electricity for lighting the motorcycle is not to be thrown into the discard, is shown by the fact that the Harley-Davidson Motor Co., of Milwaukee, Wis., quite unexpectedly has announced a pair of models augmenting their line of five already announced, which are equipped with a complete and combined electric lighting and ignition set, embracing the use of both a motor-driven dynamo and a storage battery. The announcement also marks one more step in the advance of the fully equipped machine, for the Harley-Davidson system includes both head and tail lights and an electric warning signal. The models which are offered with this equipment both are twins, one a single speed, known as Model 11-H and which sells for $275, and the other a three-speed, designated as Model 11-J and which lists at $310.

The electric lighting system is built right into the machines and is by no means an attachment. It therefore is not subjected to the ailments of the attached systems, which are principally due to the inability to provide a dependable drive system or a real good position for the dynamo. The Harley-Davidson dynamo, which by the way is also a magneto, is positioned on the magneto bed plate and driven by the magneto gear train, the magneto being dispensed with. The gearing is such that the dynamo is driven at its most efficient speed when the motorcycle is traveling at the ordinary rate of speed, which eliminates drive troubles for good. The dynamo,



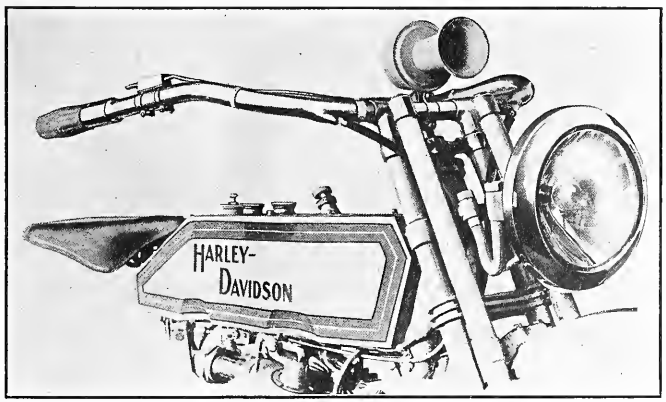
Lighting set, battery and control box

while it combines the dual functions of dynamo and magneto, is hardly larger and but slightly heavier than the ordinary magneto.

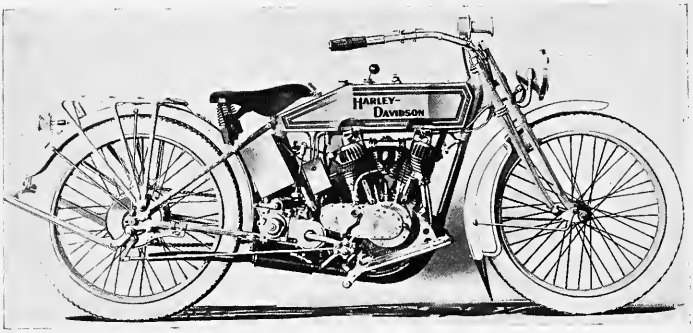
In principle the dynamo is very simple. Current—direct current—is generated at the comparatively low voltage necessary for the lights in the armature and is conducted to the head and tail lights by means of well protected cables. The storage battery is "floated across the line," which is to say that it is connected in shunt with the lamp circuit so that it is constantly being charged by the dynamo when that device is in operation, but when the motor stops it is in a position to furnish current for the lamps. The dynamo is automatically brought into and out of circuit when it is revolving fast enough to supply current at the proper voltage by means of a very simple switch which is operated by means of the suction of the motor. This suction which, of course, varies according to the speed of the motor, is caused to operate a diaphragm stretched across a chamber and it is the movement of this diaphragm that is utilized to operate the automatic cutout. The device effectively prevents the battery from discharging itself through the windings of the dynamo when the motor has stopped while at the same time it cuts out the signal so that it cannot be operated when the machine is not in use.

For ignition, part of this current is stepped up in a transformer coil to the requisite high tension necessary for ignition purposes. The coil is contained right in the instrument, where it takes up little room and is well protected against dust, dirt, water and oil. The arrangement is such that the motor can be easily started without recourse to the battery current, provided that device is depleted for any cause whatsoever, or with the current from this source provided the battery is in a charged condition.

The lamp provided is of the torpedo type, with a perfect parabolic mirror, and embraces the use of two bulbs, a large one mounted directly in the focus of the mirror for providing the bright light necessary for touring on dark country roads, and a small bulb located outside of the focus which provides a light that is not blinding but which at the same time is wholly adequate for use on the streets of the city. The tail light is so arranged that it not only casts an illuminating glow on the license bracket and tag, but also can be detached from the



Electric light and horn equipment on Harley-Davidson

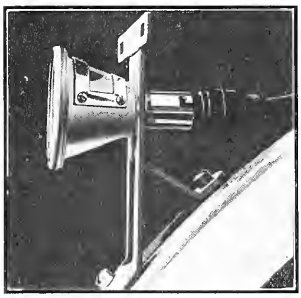


Model 11-J three-speed twin, fitted with Harley-Davidson Remy system of lighting. Price, $310

bracket, reflector and all, and used for a trouble lamp. The storage battery is claimed to be indestructable, comparatively light in weight, and capable of being turned over on its side without incurring the possibility of leakage of the acid solution. All of which makes for a very dependable and efficient lighting system.

In connection with the device, it is pointed out that it was developed by the engineers of the Remy Electric Co., the well-known dynamo and magneto makers, of Anderson, Indiana, working in conjunction with the designer of the Harley-Davidson, which is not only a guarantee of its electrical and mechanical perfection and perfect adaption to the motorcycle in question, but is also a guarantee of unlimited service possibilities at any of the very many Remy stations distributed liberally throughout America.

Minneapolis was not without its representation at the show. The following dealers saw the exhibits: A. R. Horn and H. N. Baird, Yale dealers; Ira Enmark, Excelsior dealer; Harminer & Bissett, Indian dealer; Nels Rosendahl, Thor dealer; Guy Webb, Harley-Davidson dealer, and two jobbers, E. A. Williams and Chas. A. Hall.

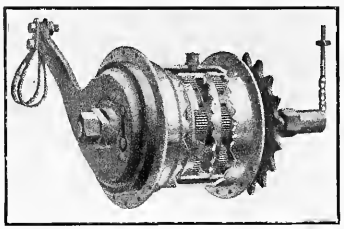


New tail light with bracket

Sturmey-Archer 3-Speed Hub for Bicycle

The introduction of the Sturmey-Archer 3-speed coaster hub for bicycles should fill a long-felt want. This was the first practical 3-speed gear and has been in use on the majority of high-grade bicycles in England for the past ten years.

The Sturmey-Archer hub has been placed upon the American market by the Cycle Mfg. & Supply Co., 180 North Dearborn street, Chicago. Prominent manufacturers in this country have been quick to appreciate the many advantages of this innovation and are equipping their best bicycles with it.



Sturmey-Archer 3-speed coaster hub

The Sturmey-Archer hub contains two sets of sun and planet gears of exceptional strength always in mesh, allowing instant changing of speed without danger of stripping or otherwise damaging gears. The gears can be changed instantly by moving a lever, whether rider is pedaling, coasting or standing still. There is absolutely no jerking or slipping of pedals.

The hub is absolutely dust-proof, the entire mechanism running in oil, giving a perfectly smooth running device. The working parts are extremely few in number, indicating great simplicity. It weighs complete with controls about 3 pounds 10 ounces, but little over one pound more than the average coaster hub.

Almost any combination of gears can be had, according to size of sprockets. For example, a 26-tooth front and 9-tooth rear will give a low gear of 61, a normal of 81 and a high of 106. The braking mechanism is of the usual coaster brake type.

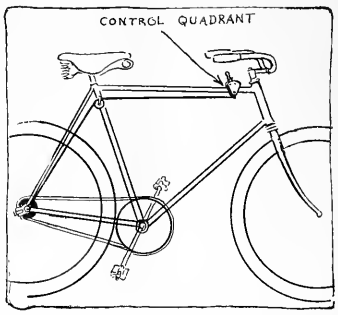
The gear changes are controlled by means of a quadrant with lever, permitting three positions, attached to the top tube near the head. From the quadrant a Bowden wire cable leads to the chain lever connecting with the gears through the hollow hub axle.

C. Hansen, manager of the motorcycle department of the Kelly Co., of Duluth, Minn., dealers in Excelsior motorcycles, was a visitor to the show and reported that the 1914 sales aggregated 103 machines, as against 68 in 1913. They sold a motorcycle to the Duluth Police Department and another to the Fire Department for emergency calls. General Manager W. N. Hard, of the same company, also was a Chicago visitor.

V. B. Carter, of Carter & Turner, Indian dealers at Huntington, W. Va., was an interested spectator at the show. He made the announcement that they are moving to larger quarters at 1040 4th avenue, where a salesroom, 60 x 20, will be fixed up with a balcony in the rear. A modern repair-shop will be at the command of riders at all times.

Topeka, Kan., was well represented at the show. There were present M. E. Harding, Yale agent; F. M. Welton, Indian agent; Edwin Kellar, Aubrey Frazier and Frank Stephens, of the Harley-Davidson agency, and G. L. Brummitt, of the Excelsior agency.

Harry McNeer, who had the Harley-Davidson agency at Jackson, O., has removed to Portsmouth, O., where he will sell Harley-Davidson motorcycles during 1915. He will add to this store a first-class repair-shop.



Gear changing mechanism

Five persons rode in comfort from Schenectady to Chicago on this Emblem motorcycle with Dunham sidecar. The outfit is owned by A. Strogonoff

Riders To The Show

The throngs that filled the exhibition hall from early in the morning until 10:30 at night came from all over the country. Some luxury-loving kept to the sleepers, others pinned their faith to their two-wheelers. From New Orleans to Providence, from Zanesville to New New York came the dealers on their two-wheelers. Some encountered bad going, others made a small journey of their trip. Two became "tar-babies" and one slept in his army blanket. Here are some of the stories:

A. J. Gillette and Harry Newburney, of Chagrin Falls, O. Their vehicle was a Pope motorcycle with Majestic Windsplitter sidecar.

Gillette and his companion must have been anxious to reach the good things of the show, for they covered 435 miles in 18 hours, leaving Chagrin Falls 7 A. M. Monday and arriving in Chicago at 1 A. M. Tuesday. Neither of the two is a light weight, Gillette weighing 170 and Newburney 165, and they carried two grips, which must have added about 100 pounds to the weight of the outfit.

The fuel necessary to carry them over the distance amounted to 12 gallons of gasolene, and they used 2 quarts of oil. For 100 miles of the long route they encountered rain, and the roads were very bad. They had no trouble at all during the trip.

J. L. Miller, inventor of the Miller Triplex Side Seat, accompanied by Joseph Kayser, of Paulsboro, N. J., arrived at the show Sunday, after covering 1,940 miles from their starting point, Philadelphia. Three weeks ago they began their trip, covering New England and calling on the prominent dealers. Then they followed the New York State Highway, calling on dealers at Syracuse, Rochester and Buffalo. Excellent roads were the rule, they say, on this portion of the trip.

But later, when going through Erie, Cleveland, Toledo, South Bend and La Porte, they ran into heavy going, where 8 miles of road were being rebuilt. They traversed the plowed-up roads in good time, and arrived in the Windy City in fit condition.

They left Sunday for St. Louis and the Santa Fe Trail to California.

C. M. BECKERT RIDES HIS INDIAN FROM NEW ORLEANS

At least one rider had to fight mud in order to make his way to Chicago. G. M. Beckett, Indian dealer in New Orleans, was the dealer to ride from furthest south. He says that he plugged through mud until he became so tired that he would let the machine fall over and lie in the road to rest up.

His schedule was a hard one. This is how he covered the long route. First day, 145 miles to Denham Springs, 32 miles in rain and bad roads. Second day, 81 miles to Magnolia, Miss., which was sure bad going, as he was on the machine from 7 A. M. to 6 o'clock that night with nothing to eat, and rain and mud to fight all day long. Third day, reached Pickens, Miss., after reeling off 147 miles through mud. Fourth day, 130 miles, covered from Pickens to Cortland in the usual mud. By this time Beckett was getting the mud habit. Fifth day, reached Brighton, Tenn., after 109 miles of roads as bad as ever. Fulton, Ky., was the goal of the sixth day's jaunt over 111 miles of roads in the condition which he was fated to meet everywhere. Seventh day, a cloudburst, and Cairo, on the Mississippi, with 63 miles to his credit. Eighth day, on Illinois dirt roads, 183 miles to Centralia, and on the last day 233 miles to Chicago, of which the last 60 were the best of the trip.

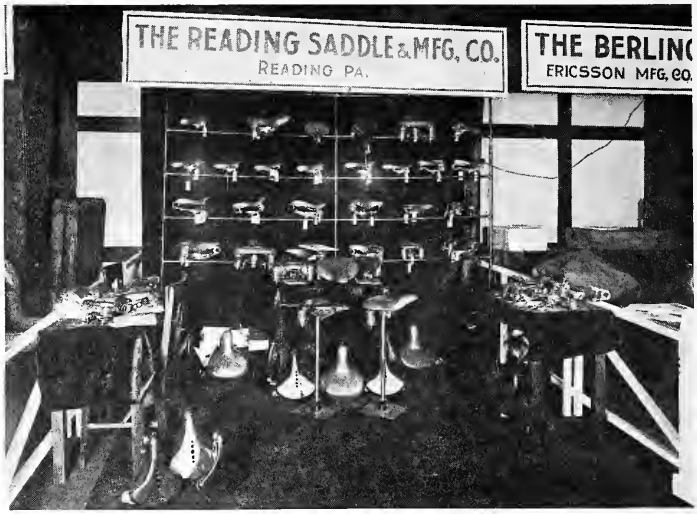
He made the most of the road and burned up the ground in his delight at gaining some good roads where his machine could be let out.

At the show he said that the trip demonstrated what punishment a motorcycle could stand, as practically all of the 1,200 miles he covered was a mud ride, and in many places a steady downpour of rain hindered this persevering rider from making quick time.

Miller and companion, and the Miller Triplex side seat on which they traveled 1,940 miles

WHAT WAS IN THE BOOTHS AND WHO YOU MET THERE

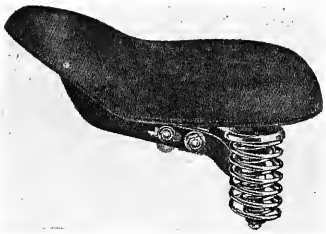
(Continued from page 22)



Reading Saddle & Mfg. Co., Reading, Pa.—An especially attractive method of exhibiting saddles was conceived by this concern, who had a large panel box faced with red plush, on which were brackets mounting the many types of saddles which it makes. All in all, about 48 were shown, which permitted an exposition of every style and type fitted with the different types of springs. The exhibition was in charge of H. E. Printz, sales and advertising manager, and John L. Ennis, superintendent of the factory. There were also many different types of spring construction. New in this booth were the Apache and Mohawk suspension type. The "Flexo," which was first put on public view during the show, is a large padded type saddle, which is entirely flexible, as it has no underplate or understrapping of any kind to interfere with the flexibility. It is made of heavy leather and the heavily padded seat will adjust itself to the rider without destroying its true shape.

The Majestic Mfg. Co., Worcester, Mass.—O. A. Jones and Thomas Crabtree. In this booth was shown several of the "Windsplitter" and "Gunboat" models of sidecars, delivery vans carrier tandem for 1913-14-15 Indian motorcycles, the new cantilever spring tandem, commercial bike sidecars and several specialties. The most interesting of the newcomers was a "one-man" top, with side curtains and shields, for sidecars.

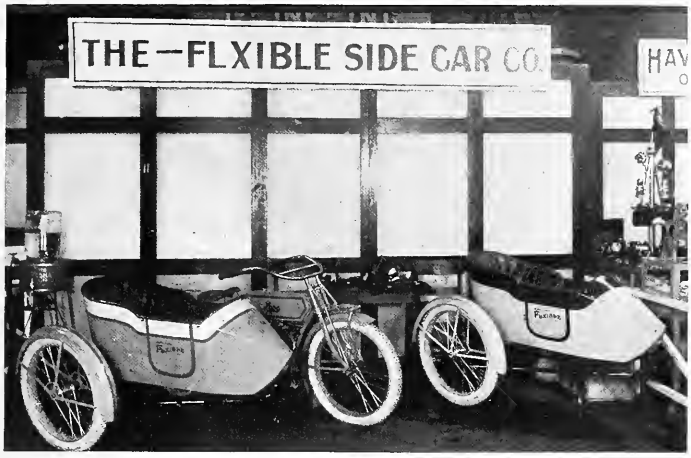
Herbert F. L. Funke Co., New York City.—Naturally the line of Coventry chains comprised the major part of this exhibit, and in addition to the complete line of these for motorcycle use, including extra heavy chains for "big twin" and sidecar use, the exhibit contained XLAll saddles and many imported accessories. Considerable interest was aroused by the single-cylinder Triumph motorcycle, the only foreigner in the show, which this concern was using to exhibit the application of their line of imported accessories. The booth was in charge of H. F. L. Funke, assisted by L. H. Cornish and George Levene.



Flexo saddle, padded, with "Top-Notch" spring

Johnson & Meyer Co., Memphis, Tenn.—This concern had planned to exhibit a new German automatic gas lamp, which showed in combination the red rear light, front white light and green side lights, but owing to too much war the shipment is tied up in Bremen; as a result not even a sample of the new line could be obtained for the show. The firm, however, displayed its general accessory lines. It might be worth while calling attention to the fact that this was the first concern of Southerners who ever had courage enough to come to a Northern show to exhibit. The booth was in charge of Jake H. Meyer, who confided to everyone that he was glad he came, that he would come again, and that he proposed getting in touch with a lot of Central West buyers and dealers who would appreciate the advantages of dealing with his house. The firm issues a 142-page accessory catalog which covers their entire line.

Hawthorne Mfg. Co., Bridgeport, Conn.—Directing this display were President Ellsworth A. Hawthorne, from the home of the Old Sol product, Floyd C. West, who is traveling in the mid-west; Henry S. Bien, who covers the New England Coast, while the Pacific Coast was represented by Don E. Bailey and E. Drake. It was intended to have E. Horace Hawthorne on hand, but he has not yet

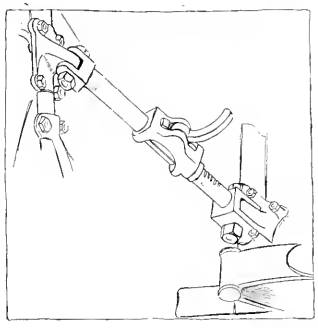


sufficiently recovered from his recent attack of typhoid fever.

The exhibit contained a full line of 1915 models of the Old Sol product, including among the devices which are entirely new, a No. 37, an aluminum tail light with a steel bracket to be fastened to the mudguard. No. 40, a bullet-shaped headlight for sidecar use; Nos. 50 and 51, bicycle electric lighting outfits using dry cells, which are carried in specially designed containers, and No. 30, a bicycle light with combination handlebar and forkside bracket.

Garford Mfg. Co., Elyria, O.—Full line of Maxo horns and Elyria-Dean speedometers and battery carrying cases. The speedometer is entirely new and is a centrifugal with about one-third the usual number of parts generally found in devices used for the same purpose. No springs are used in its mechanical construction and a direct up and down action instead of the usual concentric action is obtained, all of which makes towards an absolutely steady hand, and that is what is desired in speed indicating instruments. The driving shaft is a mono-coil, which in case of breakage can be replaced for approximately 50 cents. The booth was in charge of A. G. Bean, vice-president and general manager of the concern, who was assisted by Ray Manson, Carl Nearacher, R. M. Allen, A. B. Smith and I. E. Loewenberg.

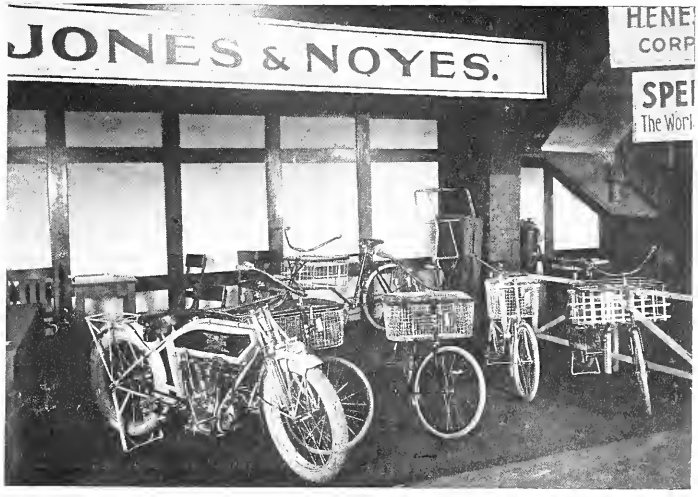
There was also exhibited at this booth a new type of Maxo horn which will be sold only to motorcycle manufacturers to be used in conjunction with lighting and starting outfits. It is of the high frequency oscillating motor type with single winding of the field and two-way return. Exceptional tome volume is obtained through the medium of a free diaphragm in contradistinction to the pierced form of diaphragm which is sealed with a longer stud.



"Flxible" sidecar stiffening lock

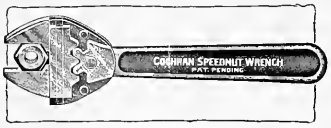
Hendee Mfg. Co., Springfield, Mass.—Attendant at the exhibition from the factory was President George M. Hendee, Treasurer F. J. Weschler, E. M. Jackson, R. W. Ellingham, George W. Sherman and J. H. O'Brien, and the traveling men from the western branch houses. The machines on view were the Model B, known as the "Little Twin," which on a dynamometer test develops 10 horsepower. This was shown in the single-speed, two-speed and three-speed models. The Model C, known as the "Big Twin," which develops 16 horsepower on a dynamometer test, was shown in the single-speed, two-speed and three-speed, and one of these machines was also exhibited with the full electrical equipment. The Model E, the single-cylinder service model, with its black weatherproof finish, excited a great deal of interest. There was also a speedway model of the "Big Twin" type, making a total of eight machines. But the most startling feature of the exhibit, however, was the new Indian dual magneto and generator, actually two instruments in one, giving ignition to the motor from a high-tension magneto, and light from a generator contained in the same housing, which, however, contained no coils.

The particularly interesting feature of this device was found in the fact that when the lighting system was interrupted or if it should break down in actual use, it would in no way affect the ignition. The instrument at the show was delivering a steady non-flickering light direct from the instrument at a motor speed of 18 miles per hour. A small battery will be floated between it and the lights. The cost of the equipment including battery, lamps, tail light, electric horn, will be $30 additional on any of the Hendee models.



Henes Sales Corporation, Chicago, Ill.—Exhibitors in this booth were H. W. Henes, W. A. James, J. M. Young and A. J. L. Dueth, who were kept busy showing the "Speed Nut" wrench, manufactured by the Cochran Pipe Wrench Mfg. Co., of Chicago, Ill., which grips any nut from ¼ inch to ¾ inches. This wrench has no thumb screw, but the jaws are actuated by the movement of the handle, when the nut is being tightened and fastened. "The harder it pulls, the tighter it grips" is the slogan of the booth.

Jones & Noyes, Chicago, Ill.—The booth contained several types of the Jones & Noyes commercial bicycle in which there have been no radical changes. The baskets have been strengthened somewhat and a better finish is now used on them. In the booth were H. B. Jones, D. L. Harris, Norman Fyffe and A. J. Dewey. In addition to the carriers the



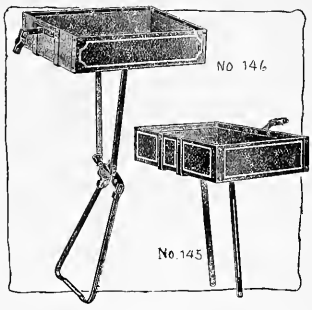
The "Speednut" wrench

company exhibited for the first time the Jones tire pump, which is a complete tire repair outfit, consisting of a high-pressure air pump, tire tool and container for the tire repair kit. The plunger instead of being a solid rod, as is customary, practically is a hollow piece of tubing, the interior of which is large enough to contain the necessary articles to repair punctures or blowouts. A few turns of the knob on the top of the pump permits the operator access to the storage space. The handle serves a three-fold purpose, namely, tire iron, pump handle and as a protector for the hose when the outfit is stowed away. Two special clamps containing sockets are attached to the frame of the motorcycle. These clamps are prominently placed in positions which are near front and rear tires. The bottom of the pump is a ball made to fit in these sockets. The ball and socket connection permits the operator to pump from any angle, the motorcycle forming a rigid base for the operation.

When not operating, the pump measures 11 inches over all, and can be carried in the tool box or on the frame of the machine.

The Wald Mfg. Co., Sheboygan, Wis.—E. F. Pawsat. Full line of Wald tandems. Mudguard braces luggage carriers, bicycle and motorcycle parts and accessories.

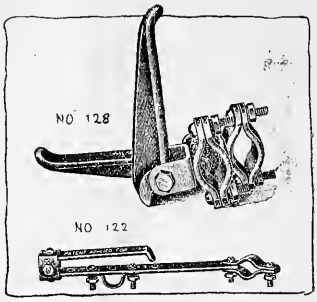
Kokomo Rubber Co., Kokomo, Ind.—D. F. Spraker and R. R. Bowen displayed an extensive line of motorcycle and bicycle tires and inner tubes in a variety of treads. The variety was in both design and color. New is a tire called No. 13 special, which has a large red studded tread with gray sides. The shield white tread also is new and has red sides. The white Everlaster still is the leader of the Kokomo brand and is absolutely unchanged. The multitude of treads and colors were shown in response to the demand of the public who are seeking attractive non-skid designs of unusual form and conception. The red motorcycle tubes, of course, are continued.



Wald carriers

Louis Rastetter & Sons, Fort Wayne, Ind.—An effective display of wood rims for bicycles in all sizes, was shown in the booth by R. W. Dick and E. W. Scott. The product was shown in the cement section, G and G, and steel lined rims.

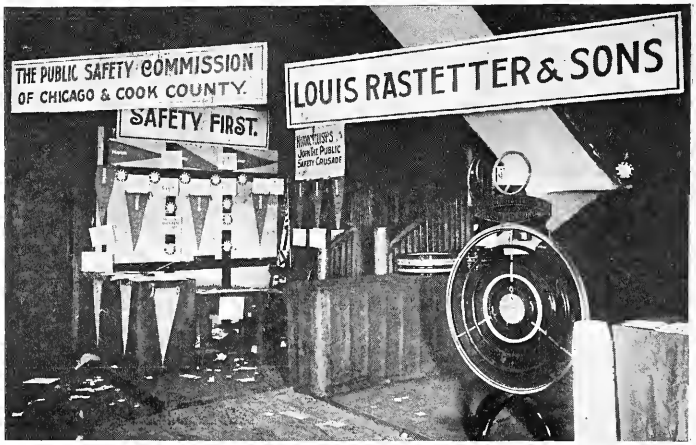
The Diamond Chain & Mfg. Co., Indianapolis, Ind.—This concern had on the counter of its booth a very interesting model consisting of two standard sprockets, over which ran one of the

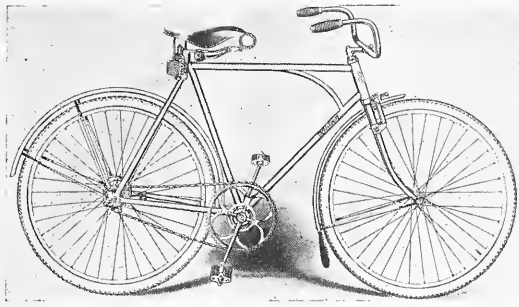


Types of Wald folding footrests

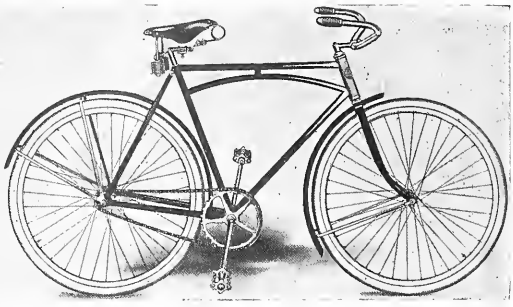
Diamond chains. The handle on the larger sprocket enabled the visitor to turn the same, affording a perfect demonstration of the manner in which the gear teeth were engaged and released. This model was mounted in a handsome diamond shaped wooden frame, lined with green velvet. Among the novelties shown in this exhibition were the new chain with ⅜-inch width and ⅝-inch pitch, and the heavy duty style of ¼-inch width and ⅝-inch pitch. The space was in charge of Judd W. Spray, assisted by J. H. Wilson.

Autocrat Mfg. Co., Buffalo, N. Y.—In this booth Wm. Chadeayne exhibited two Autocrat sidecars in which was noticeable the refinement of body design giving a stream-line effect and reducing wind resistance. While the spring which was formerly used with the Autocrat cars has been retained it has been extended and experimentation has developed a very much more efficient spring which serves to balance the load irrespective of the weight and is so constructed that bottoming is impossible. A foot rest has been added and three-inch tires adopted as standard equipment, taking place of the 2½-inch formerly used.





Hudson bicycle, model No. 500



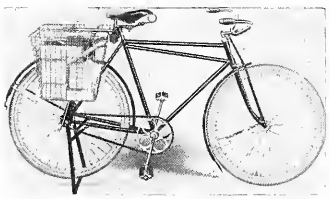
Miami bicycle, model No. 304

The price has been reduced from $85 to $75 and the car is enameled according to specification. Tops with side curtains and windshields are made on order, and children's folding seats for use in the cars are supplied.

Miami Cycle & Mfg. Co., Middletown, Ohio—With President K. R. Jacoby in an advisory capacity and G. W. Ash in direct charge of the exhibit, the Merkel manufacturers displayed three solo motorcycles and one with sidecar attached and 11 bicycles. Two demonstrating stands were in constant use illustrating the mechanism of the new Musselman positive drive coaster brake, which proved to be one of the sensations of the show. In the bicycle division, the various lines of the Miami company were shown, most of them in diamond frames, but there was one drop frame model exhibited. Also there was one diamond equipped with the Musselman carrier. Of the motorcycles, two appeared in the famous Merkel yellow, while one was enameled in blue. Assisting those at the booth already names was Assistant Sales Manager H. C. Forster, R. D. Webster, William Sheets and F. P. Lee.

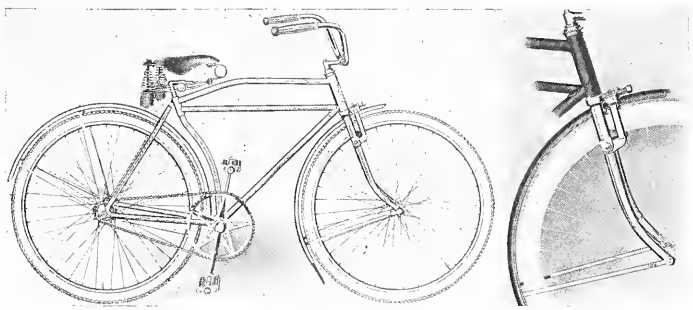
Kelm & Burback, Milwaukee, Wis.—One single garage of the usual galvanized iron construction, which is guaranteed not to rust, and which will take paint if the owner wants to decorate it to match other buildings, was the offering at this booth. R. E. Kelm and F. K. Kops explained the merit of the product, calling attention to the slot or track which guided the wheels, and the convenient shelf placed on the rear wall of the garage.

Crerar, Adams & Co., Chicago, Ill.—Represented by A. A. Kaiser, A. P. Balson and A. F. Ischinger, exhibited an extensive display of Shelby cold drawn



The Miami carry all

seamless steel tubing. In the rear of the booth was an easel on which a framed photograph of a table top constructed of about 850 different sections of steel tubing of various shapes, forming a lace-like effect of wondrous design, attracted a great deal of attention. The exhibit was merely suggestive of the stock which is in Chicago, consisting of 740 different sizes and shapes of Shelby tubing. An interesting fact heard at the booth was that the supply of tubing on hand in Chicago at this time equalled 471,595 lineal feet.



Flying Merkel, model No. 400, and view of cushion fork

Persons Mfg. Co., Worcester, Mass.—While a full line of Persons saddles was shown in both motorcycle and bicycle types, the feature of the booth was the display of the Red Wing brand, which included the Eclipse, Queen, Olympia, Seneca and Defiance. Of special interest was one of the new creations, the Olympia, which embodies with the metal trusses, Persons patented three-point support connecting the trusses to the front spring, thus supporting the spring and compelling the retention of alignment and mold both of cantel and pommel. The exhibit was, of course, in charge of D. W. Donley, from the factory.

Hine, Watt Mfg. Co., Chicago, Ill.—E. R. Monroe and J. Tennenbaum exhibited motorcycle and bicycle lamps in various shapes and finishes.

Schwarze Electric Co., Adrian, Mich.—In this booth K. F. Wagner, manager of the company, and G. R. Kramer were showing motorcycle horns in nickel-plated and in black with nickel trimmings. There were also a line of battery cases. Particular attention was called by the exhibitors to the new Schwarze horn, known as No. 7, a distinctive 1915 product weighing only 25 ounces. This instrument will emit a loud, clear, penetrating signal, which is insistent without being startling in its warning. The current consumed is slight and the horn operates on two dry cells, or as many as four may be used. Supplied with a nickel-plated lever type push button and three feet of nickel-plated armored cable, it lists at $4.50.

F. B. Parks Company, Grand Rapids, Mich.—F. B. Parks in person was at the show explaining Parks's patent repair outfit, the distinctive feature of which is an original tool permitting the use of flat stem rubber plugs. Of course, the

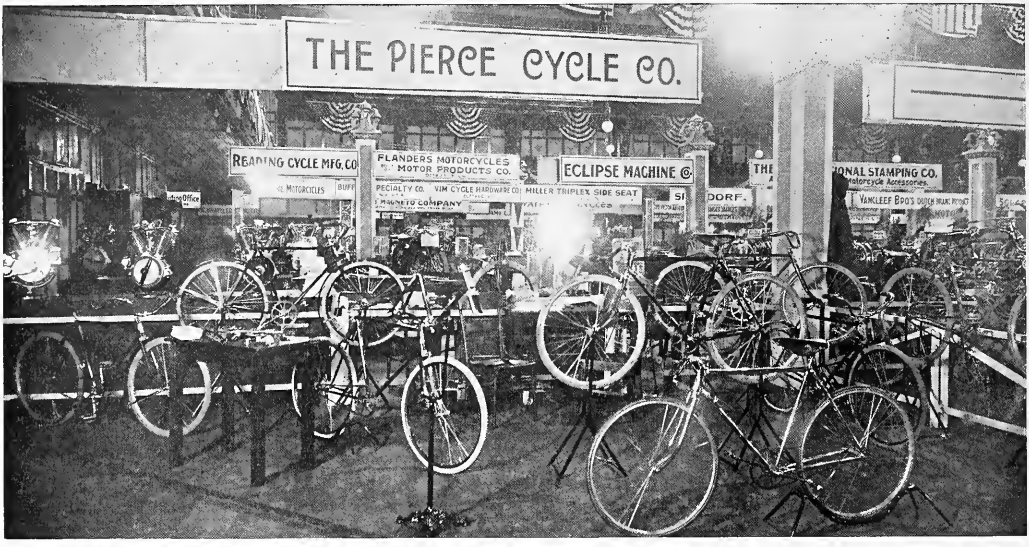
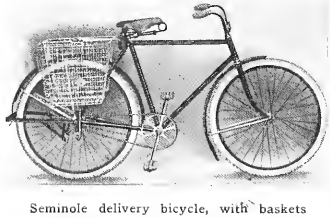


exhibit contained Parks's Secret Process rubber cement.

St. Louis Rubber Cement Co., St. Louis, Mo.—Paul Acton displayed tire repair material consisting of rubber cement, tire tubing and repair gums.

Pierce Cycle Co., Buffalo, N. Y.—Fred L. Brown, H. G. Pauer. A complete line of Pierce one- and two-piece hanger service models, the new Pierce racer, which is strictly a racing bicycle of very light weight, with the cushion frame and chainless models, comprised the main features of the exhibit, there was also a comprehensive display of the parts which go to make up the Pierce product. Despite the attractiveness of the rest of the booth, the Pierce racer was in a class by itself as a drawing feature. Weighing ready for the track, only 20 pounds, and backed by the Pierce reputation, it was a magnet which drew the crowd and compelled sales. Fred Brown explained to all the construction of the machine, laying particular emphasis on the special Pierce non-friction bearings in the crankhanger and showing how the weight reduction had been obtained without sacrificing in any way the rigidity and structural strength of the frame. Two Pierce service models also were shown, with one- and two-piece hangers, respectively. The arrangement of the Pierce booth was noticeably effective. The artistic setting of the machines, and the avoidance of crowding and the ease with which the models could be inspected and closely examined made the display instructive.

Pope Mfg. Co., Westfield, Mass.—The motorcycles exhibited consisted of the R-15 ,a two-speed twin, and L-15, a single-speed twin. M-15, which is a five-horsepower, single-cylinder, single-speed and M-15, a five-horsepower, two-speed, single-cylinder. The model H-15 also was shown, a single-cylinder, single-speed. To emphasize and to make more clear the mechanical construction of the machines, a cutaway model of the twin-cylinder and five-horsepower single, were mounted on special stands and permitted a close, critical view of the valve action and actuating mechanism, giving an opportunity for study of almost every moving member. There was also a cutaway model of the Pope two-speed gear, which on the 1915 models will be unchanged from that in use on the 1914 product. The step starting mechanism and the mechanical oiler also are shown in section, as in fact was all the interior mechanism of the Pope product. There was also a model H motorcycle with a commercial van attached, and the new R-15 with a Majestic sidecar. Among the dozen bicycles exhibited were the Defiance, Seminole, and an example of the Pope motorbike. The Seminole is a modernized type of delivery bicycle with frame of 1¼-inch tubing



Seminole delivery bicycle, with baskets

and with substantial wire baskets suspended on either side of the rear wheel. These baskets are deep and without a top, and permit the transportation of long bundles which could not be contained in the usual type of covered carrier; they have exceptional carrying capacity. The exhibit was in charge of F. W. Starr, who had associated with him O. J. Oberwegner, M. G. Littlefield, Edward Rischel, Frank R. Swayne, B. A. Edgar. J .P. Fogarty was there for a part of the time, and L. D. Hardin managed to give the show the "once over" as an interruption to his trip to the western coast.

National Screw & Tack Co., Cleveland, Ohio—Representing the company were W. S. Quinlan, H. G. Alexander and H. W. Moulder. The exhibit comprised specimens of the entire line of spokes and nipples and was well displayed on a panel board, where were shown the various steel wire spokes manufactured by the concern for use in bicycles, motorcycles and automobile wheels.

New York Lubricating Oil Co., Chicago, Ill.—Containers showing the samples of all the Monogram brand of oils and greases that are produced for use in connection with the lubrication of motorcycles. The booth was in charge of W. M. Crotty, assisted by Thomas C. James and Rudolph Janze.

Standard Welding Co., Cleveland, O.—A comprehensive display of frame parts, front forks, rear forks, rear stays, mudguards, seat posts, loop tubes and many samples of reinforced tubing was the showing made of the products which this company makes for the cycling trade. It

was a comprehensive display which interested those who cared to learn what was under the enamel and plate of motorcycles and bicycles. The exhibit was in charge of H. A. Flagg, W. Voss and R. A. Quale.

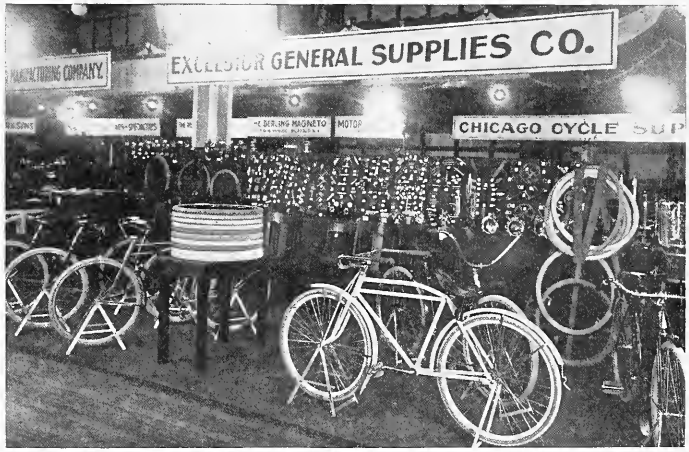
B & L Auto Lamp Co., New York City—Secretary-treasurer A. Backer represented the company, which exhibited a variety of motorcycle lamps for either gas or electric illumination, finished in all nickel, or in black trimmed with nickel. In addition to the lamps were displayed lamp brackets for attachment to the handlebars.

Harley-Davidson Motor Co., Milwaukee, Wis.—Seven motorcycles and the new Harley-Davidson sidecar, designed and manufactured by the company, were the big visible features of the booth, but of even more interest to the mechanically intelligent were the sectional views of working models, illustrating the mechanism, exterior and interior, of the new mechanical features. The exhibit was in charge of Arthur Davidson, vice-president and sales manager, assisted by W. E. Kleimenhagen, supervisor of Harley-Davidson affairs west of the Mississippi; T. A. Miller, looking after matters east of that stream; Assistant Sales Manager Albert E. Becker, Export Manager Homer G. Garner, H. W. Hascall and Joseph Kilbert. These representatives alternated between the factory and the show, as did President Walter Davidson, Works Manager William A. Davidson, Chief Engineer Willaim S. Harley; his assistant, William Ottoway; Superintendent George Nortman, Master Mechanic William N. John, Advertising Manager Lacy Crolius, F. B. Rodgers and M. Sharp.

Arranged alphabetically, the other Harley-Davidson representatives at the show were: A. W. Bruges; Manager Gus Castle, of the Southern branch at Atlanta; Jes Campbell, O. P. T. Daenitz, E. R. Durkee, W. E. Holley, W. N. Koch, E. J. Megow, L. H. MacDonald, Frank Ollerman, W. J. Ruhe, H. C. Scherer, H. L. Schwind, A. C. Schleiger, R. W. Sayre, of the Appeal Mfg. & Jobb. Co., Los Angeles; J. S. Tunno, A. L. Voelz, Manager W. J. Walker, of the New England branch at Boston, and George Williams.

One of the striking novelties of the exhibit were the white silk badges worn by the men. Each badge carried in large letters the name of its wearer and made easy the approach of an interested prospect.

Ero Manufacturing Co., Chicago, Ill.—In addition to a general line of leggins, puttees, cushions, waterproof wheel covers, tandem attachments, tail lights and utility parcel carriers with unbelievable capacities, H. T. Roberts, assisted by his associates, Messrs. Tisdale, Flum and Leopold, exhibited a number of specialties, including the Security stand and the folding foot pedal, which has already met with general favor. Keeping abreast of the times by catering to those whose desire is for a free wheel bicycle, this concern has developed a band brake which readily may be attached to the real wheel of any bicycle. The brake is operated through the medium of a lever and quadrant, with Bowden wire control, which is placed on the top frame bar in a convenient position. The "Ero Husky Pedal" is another newcomer and is an all rubber pedal for motorcycle use. Instead of the usual rubber treads the entire body is solid rubber with three steel supports running through it.



Excelsior General Supplies Co., Chicago, Ill.—This firm of manufacturers, importers and jobbers, which does only a wholesale business, had an elaborate display of bicycles, and of motorcycle and bicycle accessories. The background of the booth was composed of an unbroken row of panels on each of which was displayed an accessory group. Next to a panel of goggles came a panel containing tire cements, plug cements and other articles of like nature; then followed a group of accessories made up of cyclometers, cycle mirrors and other nickeled articles; then a panel of wrenches followed by gas and electric tail lights with a display of extra lenses, gas bags, etc. And so it went through the entire list, and offered the dealer every opportunity for inspection and comparison before placing his order. Taken all in all, it was as effective and compact a display as could be arranged.

The foreground of the booth was occupied by bicycles and tires. The machines selected for the exhibition were in various colors and combinations of colors that permitted of a wide range of personal preferences, and made easy the task of the buyer seeking to stock up with goods which would prove attractive in his territory. For the company the following salesmen were in attendance: John Nicoll, G. M. Roosevelt, W. A. Kirk, M. Warner, O. Wende and C. E. Mearns, of the Illinois territory; N. E. Horton, who travels in Wisconsin, Minnesota, North Dakota and South Dakota; C. E. Wilson, Iowa; W. P. Miller, Ohio; H. P. Barnhart, Indiana; H. K. Ford, Michigan, and H. S. Hale, Colorado.

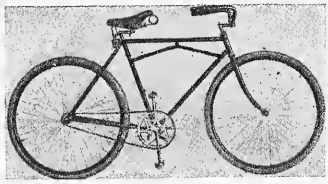
Aurora Automatic Machinery Co., Chicago, Ill.—Sales Manager H. N. Kirk, with H. G. Pruett and F. D. Freeman represented the company, which exhibited four Thors, two of which were shown with full electrical equipment, which, however, is optional to buyers. The Thor product will continue to be marketed enameled in the popular two-color blue.

Weed Chain Tire Grip Co., Bridgeport, Conn.—Obviously the exhibit was intended for the exposition of the single device the company manufactures for use on motorcycles—the anti-skid chain, but despite the fact it is so well known and so thoroughly standardized that there was little or no possibility of its having any new features, the booth was ever the center of a lively group who had stopped for a "day-day" with "Safety First Jimmy" Walker, who dispensed good humor and selling arguments in about equal proportions. He and F. E.

Sparks represented the company during the week.

Reading Cycle Mfg. Co., Reading, Pa.—Three newcomers have been added to the Reading-Standard line and were first offered to general view when the show opened on Monday. They have been listed as the Atlas service, Courier road racer and the Pyramid. They differ from the others of the line in frame construction, which in these models shows original designs of reinforcement. While the Atlas and Courier will be stock models in the future, the Pyramid will attain a certain exclusiveness owing to the decision of the manufacturers to produce this model only when specifically ordered. At least that is the present intention of Wm. Remppis, who looked after his affairs in Chicago.

Motor Products Co., Detroit, Mich.—Represented by President B. F. Falter,



Reading model showing pyramid frame

Sales Manager B. F. Howard and Assistant Sales Manager T. J. Houlihan, the company exhibited two models of the Flanders motorcycle—both twins—one a single-speed, while the other was equipped with a two-speed gear. The Flanders-Dunham sidecar also was shown.

Eclipse Machine Co., Elmira, N. Y.—Showing its long and well known product, consisting of coaster brakes, hubs, free engine clutches, two-speeds and other lines, the company made its booth more than ever attractive and equally effective by having a host of representatives who met old friends and made new ones while signing up for the 1915 output. The Eclipse people in attendance were: President E. J. Dunn, General Manager J. C. Ferguson, Engineer F. T. Ellett, A. C. Rice, T. N. Biddle, E. R. Compton, who is President Coffman's F. A. M. legate, and W. M. Ingalls.

International Stamping Co., Chicago, Ill.—Walter E. Green, the junior member of the company, made the show the occasion of his "coming out" in the motorcycle field. The exhibit consisted of drop side mudguards and steel tool boxes for motorcycles, various types of mudguards and attachments for bicycles. The feature of the exhibit was found in

Reading Atlas bicycle for heavy service

the new special drop side mudguards for bicycles. The booth was a perfect kaleidoscope of color, as the product was highly enameled in a multitude of shades and tints in accordance with the prevalent demand.

Thomas Dunham Co., Aurora, Ill.—Three cars representative of the line were shown, named, respectively, "Car Beautiful," "Duplex Sociable" and "Car Serviceable." The newcomer in the trio was the Duplex, which is extra wide and has a seat 30 inches in width instead of the usual 21 inches. This car is fitted with three-quarter-elliptic springs and the tread is 45 inches instead of 41. The extra width of the body—permitting the double seat, is secured by building the body nearer to the motorcycle and to the sidecar wheel. The cars shown in the booth were attached to Excelsior, Indian and Yale motorcycles and were finished to match the standard colors of these machines. The "Car Beautiful" was constructed with a device which permitted the easy adjustment of the springs to various weights. It was equipped with a convenient step and folding top. The latter, however, may be had on all models.

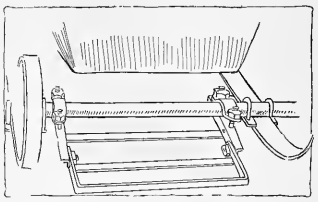
Motor Car Supply Co., Chicago, Ill.—Explaining the product and taking orders for the wares was a sales force comprised of Burt Springer, Carl Ragnitt, Perry Ronschke, Richard Willer and M. O. Bates. The lines exhibited were made up of motorcycle supplies, bicycles, bicycle supplies, equipment and accessories, also an extensive array of tires.

Hearsey-Willis Co., Indianapolis, Ind.—General Manager F. I. Willis and Sales Manager C. A. Oldham, with E. H. Wilmer, W. R. Catlett and H. M. Woodside,

Reading Courier road racer

exhibited a full line of Hearsey and Aladin bicycle tires and Hearsey motorcycle inner tubes. One of the special tires displayed was the Hearsey No. 339 autocycle tire, which, despite the suggestion contained in the name, is for bicycles. It is made of motorcycle fabrics and rubber, and though it has the resiliency of a light tire, its basic construction gives it unusual strength and permits of its recommendation for heavy duty work. The method of construction makes it as nearly puncture proof as a resilient tire can be made, and additional wearing surface is obtained in the studded tread, which also acts as a preventative of skidding. The tire is made in gray rubber, insuring consistent vulcanizing, while the specially treated red center tread places it in the class of oil resisting types.

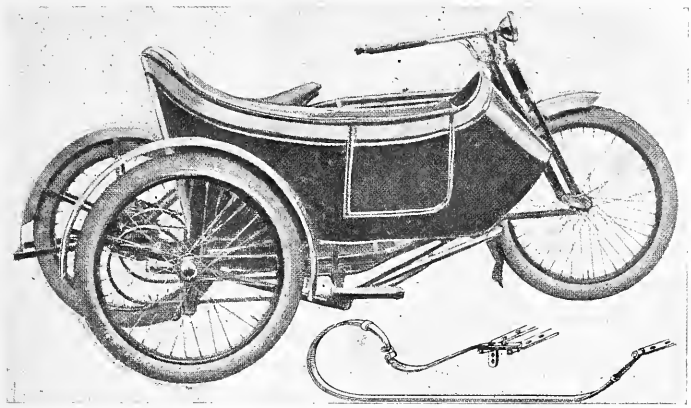
Another of the Hearsey product which brought in many riders, was the Ruby



Luggage carrier on Dunham sidecar

motorcycle tube, a tough, elastic tube made in butt end and endless types. It is made only of red rubber and such other ingredients, properly proportioned, as to insure perfect vulcanization. In addition to the tire lines, the exhibit contained practically all of the Hearsey-Willis specialties, most of which are made of rubber or have to do with tires.

Kelly Handle Bar Dept.—American Stove Co., Cleveland, O.—The complete line of Kelly handlebars was explained and glorified by Charles Weaver, who was assisted by G. J. Gifford. The bars were arranged on an upright stand which not only made possible but encouraged a close and easy inspection of the many shapes and widths which the line consists of. There were two newcomers in the assortment, listed as No. 6 and R. 177. The former is a divided "motorbike" bar and, as the name implies, has been designed for use on this popular type of engineless two-wheelers. It has the adjustment principle of the other Kelly bars and is especially rigid and permanent when set. R. 177 is a new type racing bar, which offers a positive non-slipping adjustment. Ita serves the combined purpose of road or track bar, as it easily is lowered for track work or



The Dunham "Car Beautiful," showing step and adjustable spring

raised when road condidtions or distances compel a more easy riding position. Like all the Kelly line, the adjustment is positive and changes only when it is intentionally changed.

Great Western Mfg. Co., La Porte, Ind.—Vice-President and General Sales Manager C. A. Lonn headed the list of representatives from this house, which sent also H. A. Shaffer, A. E. Lonn, George E. Spring, E. J. Lonn and R. E. St. John. The space contained specimens of the complete line of Crown, America and Adlake bicycles. Distinctly noticeable was the fact that every model was equipped with a conventional light weight stand, even the Juvenile possessing this useful device, and of course, too, the motorbike. All the machines had large saddles and they, like the stands, will be standard equipment in 1915. Several of the bicycles had special brand frame designs, all of which are patented.

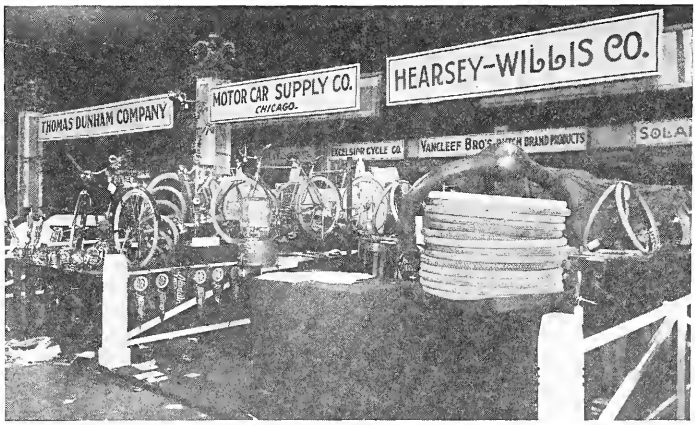
Excelsior Motor Mfg. & Supply Co., Chicago, Ill.—Headed by the new model 15-2 Excelsior Auto-Cycle, the exhibit contained five other models of Excelsior motorcycles and the line of Arnold Schwinn bicycles. The new model with its innovations, refinements, mechanical features and equipment was a magnet which drew to the space all the old Excelsior dealers and a host of agents who hoped to contract for the line for next season. The mechanical features of the machines are described in other columns of this paper. The Excelsior representatives at the show were: Ignaz Schwinn, Frank Schwinn, F. B. Mathis, A. J. Rochow, G. L. Evans, Harry Svensgaard, F. W. Sullivan, P. E. Zimmerman, M. E. Erskine and G. Haynes.

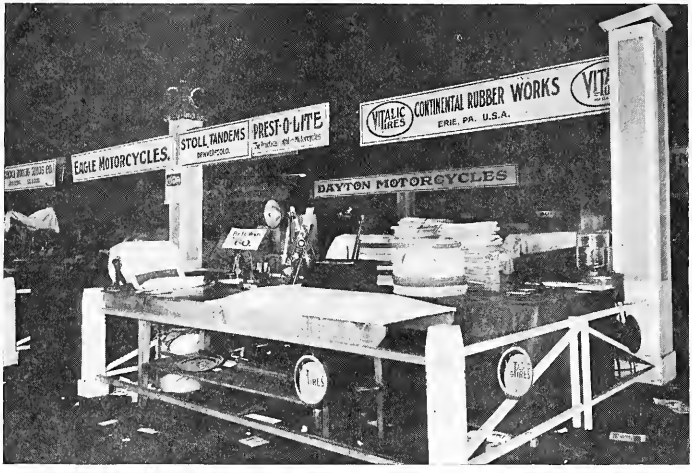
Champion Spark Plug, Toledo, O.—Because of its absorption of the Jeffery-Dewitt Co., of Detroit, Mich., the Champion company exhibited the line formerly manufactured by that concern as well as the product of its own works. The whole range of plugs, terminals, etc., were shown, and to these were added the Champion motorcycle plugs, wrenches, Champion Becco terminals and Champion priming plugs for use on motorcycles. The company was represented by General Sales Manager F. B. Caswell, assisted by W. B. Canis and Henry Conley.

The New Departure Mfg. Co., Bristol, Conn.—Coaster brakes for motorcycles and bicycles, cyclometers and bells were the New Departure offering in the show. Of these, possibly the most interesting, any way the newest, was the cyclometer which just has made its bow to the bicycle public. The improvements in this device are so many and varied that to all intents and purposes the instrument is entirely different from its predecessor rather than a modification of it. To begin with, the stationary internal gear immediately behind the tenths disk has been made about seven times thicker than in the old model, resulting in a broader barrel bearing and compelling absolute accuracy of register. The planet pinions are mounted between disks which hold them in mesh with the stationary gear and the tenths disk, one of the dividing disks serving as a retaining nut on the star wheel shaft and locks the internal mechanism permanently in shape. The thickness of the star wheel is double what it was in the former model, giving a broader bearing surface for the tripping finger. The wheel has been extended a greater distance from the barrel, giving a wide range of adjustment and insuring the registering of every revolution of the bicycle wheel. For the purpose of securing greater legibility, the reading disks are now silver with black numbers, where formerly they were black with white numerals. The numbers are absolutely permanent and can never become dimmed by time or exposure to the weather.

The plate on the closed end of the barrel has been made heavier, giving greater strength and a firmer fastening to the barrel without a possibility of its working loose. While the instrument is somewhat larger than the old model it remains the smallest cyclometer on the market. It records up to 10,000 miles, kilos or versts, and repeats. Each is checked by tenths. It is furnished for 26, 28 and 30-inch wheels and is finished in non-rusting nickel.

The exhibit contained also the Autotype motorcycle coaster brake, with an improved lever for pedalless machines which gives much greater leverage and consequent efficient braking power than the former models. General Manager De Witt Page, M. J. Horton and L. G.





Sigourney looked after the company's interests.

Emblem Mfg. Co., Angola, N. Y.—Three Emblem motorcycles, two of them fitted with Eclipse two-speed gears, and all equipped with step starters, were the power-driven offering at the booth, and to this were added a sidecar and six models of Emblem bicycles, making in all a comprehensive display of the product of the Angola manufacturers. On Tuesday morning there was an extra attraction incorporated in the display when Strogonoff's mud-covered Emblem and sidecar, with dirt-spattered top, side curtains and windshield, arrived from Schenectady, N. Y., from which city it had been ridden by its owner, accompanied by his family of three and a friend. The exhibition proved a wonderful drawing card and many wondered that the little power plant could take five people over the roads, some of which were not of the best. Strogonoff assisted in the booth where, in addition to W. G. Schaak, were Fred P. Ames and M. E. Gale.

Perfection Side Seat Co., Utica, N. Y.—W. S. Murray brought to the Windy City his tandem seat attachment and his Sociable seat, which readily is attached to the seat post of any motorcycle, with simple reinforcements going to the rear forks of the machine. These, or rather this, seat has across the back a full oval nickel-plated hand rail, which serves also as a robe or coat rail for the riders.

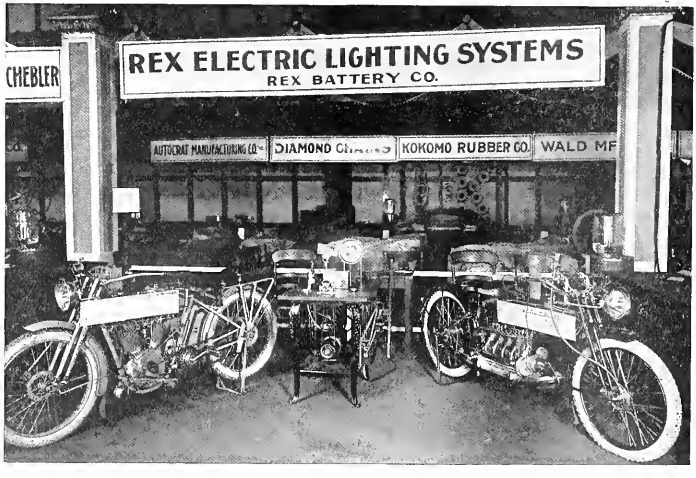
Peter A. Frasse & Co., New York City—Peter A. Frasse & Co. exhibited a line of Renold motorcycle chains, including ½-inch pitch, ¼-inch wide special, such as used on the Hendee starter; the ⅝-inch pitch, ¼-inch standard motorcycle chain; ⅝-inch pitch, ⅜-inch standard as used on the Harley-Davidson for 1915; the ⅝-inch pitch, ¼-inch special, which is said to be the strongest chain on the market; the ¾-inch pitch, 5/16-inch, such as used on the Pope model "R," and numerous other chains for such purposes as lighting dynamos, and a line of bicycle chains. An additional feature was several English bicycle chains at popular prices, and English motorcycle saddles of the padded type, and the formed steel pan type. Manager John R. Cautley represented the company.

Buffalo Specialty Co., Buffalo, N. Y.—An extensive line of specialties was exhibited in the space where a sales force consisting of G. A. Hosmer, M. J. Cabanna, G. T. Austin and E. T. Brown explained the principles, purpose and price of the products. The display consisted of Neverleak tire fluid; liquid veneer; Home oil, for polishing and cleaning enamel; Holdfast liquid shellac, long known to the bicycle trade as a cement for tires and grips; Success emery grinder and drill, a foot-power tool for quick, efficient grinding and accurate drilling; and Hosmer's bicycle specialties, including XXX patching cement, King plugging cement, King liquid rim cement, Wonder hand cleaner, Quick Cure cement, Ball Bearing Compound, and Belt Grip.

Reading-Standard Co., Reading, Pa.—Three motorcycles and the new delivery van, the latter equipped with all lights, speedometer and horn, comprised the exhibit, which was in charge of E. E. Hinsman, G. E. Atkins, C. R. Jones, William Randall and W. E. Dewey. All the machines were finished in the standard R-S brown.

Joerns Motor Mfg. Co., Milwaukee, Wis.—F. Joerns and D. A. Kendall were kept busy explaining the new speed wonder Cyclone motorcycle, one of which machines was the sole exhibition in the booth. Little has been disclosed about the mechanism of this recent addition to the motorcycle field, but its exhibitors were loud in their assertions that after they had built the most perfect motorcycle they could design they found it was a racing marvel in addition to being an ideal touring machine of wonderful speed flexibility. The Cyclone was dressed in its own cyclonic yellow and the air of mystery which seemed to surround it was not dispelled by its sponsors, who merely stood "pat" and advised all to "watch us."

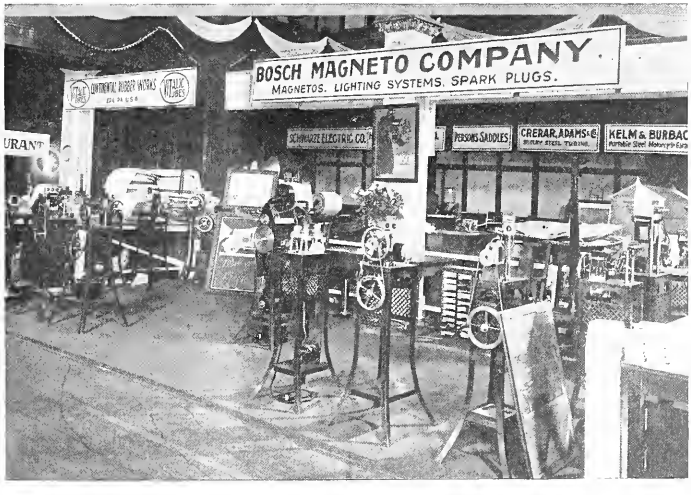
Vim Cycle Hardware Co., Buffalo, N. Y.—In the line of bicycles displayed by the company, which was represented by John W. Henry and Howard W.



Georger, several noticeable features were in evidence. The most radical change is in the hanger, the construction of which is very similar to the annular ball bearing of the automobile. In place of the usual 30-degree bearing, a two-point bearing is used which, it is said, gives the rider all the advantages of a two-piece hanger but obviates the possibility of end nuts loosening and lost play in the cranks. With this construction it is said to be impossible to so tighten the adjusting cone as to make it bend. Included in the line of bicycles is one with pressed steel luggage carrier, the Vim motorbike with camel back frame, motorcycle type of braced handlebar, motorcycle type of mudguards with drop sides and leather flap, the guards braced in true motorcycle style, equipped with motorcycle type grips, spokes, pedals and a miniature Troxel Truform saddle. On this model, complete electric equipment, consisting of lights and battery carrier, is optional. The Vim racer is shown, of course, but it is unchanged from last year. All the Vim bicycles have a five-coat, hand-rubbed finish, which is guaranteed to hold its finish for years. While many tires are shown, the leader in this line is a newcomer listed as the Vim Suction Grip. The tread of this tire is a copyrighted design of unusual pattern, which may be had in a great variety of colors. The outside, top center of the tread is the service strip, while the hollow rectangles on either side of the strip tend to prevent skidding when turning corners. For show purposes several of the Suction Grip tires were displayed in all black rubber, some with black tread and others in blue, red, white and pink.

Haverford Cycle Co., Philadelphia, Pa.—None other than Max Sladkin himself headed the representatives of this concern, which latter were: L. J. Kellner, Cleveland branch manager; E. C. Kircherer, Detroit branch manager, and Messrs. Miller and Keyser, who rode the Miller Triplex side seat from Philadelphia to Chicago by way of Massachusetts, Connecticut, New York, etc., a total distance of 1,940 miles. The exhibit was restricted to the Miller side seat, which met with prompt endorsement from many buyers. Though a recent addition to the ranks, it has been thoroughly described and illustrated in this paper and is already well known.

Splitdorf Electrical Co., Newark, N. J.—The leading features of the exhibit consisted of the new Dixie magneto—a radical departure from the accepted style of construction, its extreme simplicity and hot spark at high and low speeds, being only a few of its advantages—the Splitdorf ignition-lighting unit easily was one of the most interesting electrical features of the show. Electrical experts who watched it working away, silent, delivering a hot spark at extremely low speed, not a flicker in the lights at any speed or rapid fluctuation, entirely self-contained and with a small storage battery to carry the lights when the motor is at rest, pronounced it ideal for motorcycle use. Besides this feature the exhibit contained the standard types of Splitdorf magnetos such as E. U. 4 for four-cylinder machines, E. V. for twins and E. U. for singles. A line of Splitdorf motorcycle plugs with both mica and porcelain insulators and improved sparking points also was shown. The representatives at the booth were General Manager C. W. Curtiss, Assistant General Manager W. J. Murray, Advertising Manager D. R. Walls, G. Lang and J. M. Wilson from the engineering department; M. E. Toepel and F. S. Perrin, of the service department, and C. O. Dail, of the selling force.



Excelsior Cycle Co., Chicago, Ill.—Naturally the 1915 model of the De Luxe motorcycle was the big feature of this exhibit and the description of this newcomer will be found in another column. The balance of the booth was occupied by nine bicycles in different colored enamel and showing extensive diversity of frame design. The representatives were James Baine, James Morrow, Peter O'Horo, Joseph Di Salvo, C. Cuddy and C. C. Cone, the last named being a very recent addition to the Excelsior Cycle's selling force.

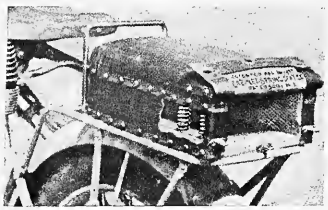
Van Cleef Bros., Chicago, Ill.—The four brothers, Noah, Maxime, Felix and Paul Van Cleef, assisted by their selling force, L. C. Davis, J. G. Littlefield and

B. P. McAlees, displayed their complete line of Dutch Brand products, which included several new articles such as valve grinding compound packed in small tubes for those who haven't enough work to warrant the purchase of the large, in which it has formerly been packed. There was exhibited also the "Fire Fly" motorcycle tail light, a tiny, efficient lamp, constructed to throw a white light on the license, while the red lens serves its purpose of showing the warning signal for a great distance. The lamp is light in weight, strong and practically indestructible.

Badger Brass Mfg. Co., Kenosha, Wis.—Represented by L. J. Keck, W. A. Bell, Harry G. Halt and Charles E. Crawford.

Before a background of bright solar gas cycle lamps which blinked invitingly at the visitor to the Chicago show, the Badger Brass Mfg. Co. displayed its strikingly arranged exhibit of latest lamps.

There were pyramids of yellow and

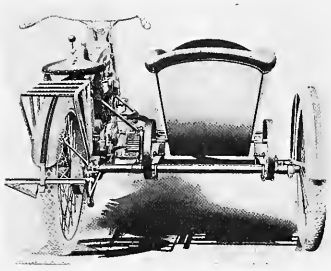


Cabinet spring seat

green cartons containing the Solar gas cycle lamps. Models S and 3-DS were distinguished by their neat design water back and quick-acting locking device for carbide pot, which has a rounded edge that prevents the cutting of the heavier and more elastic rubber washer and insures a gas-tight joint. Another improvement is the adjustable locking device for holding the lamps securely in any desired position. A large special design ratchet was included and bracket clamping bolts with wing nuts strong enough to tighten up with a wrench.

It was found that the double convex front lens and large 1½-inch diameter ruby and emerald jewels on the side of the cycle lamps—these have formed a distinctive feature of the Solars for the past 20 years—are retained. The lamps were separately packed in handsome cartons of orange color with red lettering and blue illustrations.

For the first time was shown an electric headlight, Model E.M.-8, fitted with single or double bulbs, for either one or two wire lighting systems. The double bulb style is so arranged with the wiring plug which incorporates the switch that when operated it gives the large central bulb in focus lighted for country driving, or the small, low candlepower bulb, in upper part of reflector, lighted for city use. With the switch in



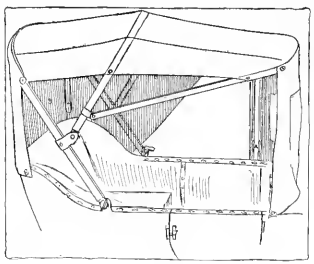
Rear view of Harley-Davidson sidecar

another position both bulbs are extinguished. The prices for these lamps range from $4.25 to $5.50 each.

The new model Solar electric tail lamp, termed E-T-5, and also displayed for the first time, is a one-piece die casting showing a ruby rear light, and has a plate for attaching the license number, the under part of the lamp, fitted with transparent mica, giving splendid illumination. The bracket, riveted to the lamp, is provided with bolts and nuts for attaching it firmly to the mudguard of the machine. The price is $1.50 each.

In the gas headlights, besides the famous Grandad Model 1236, an entirely new model, 156, was shown, having a 6-inch short focus lens mirror, detachable door, new style heat hood and a 7-inch distance between prop centers. It is finished in full nickel or black and nickel, and retails at $6 each.

Henderson Motorcycle Co., Detroit, Mich.—Two solo machines and one with sidecar attached were the main features

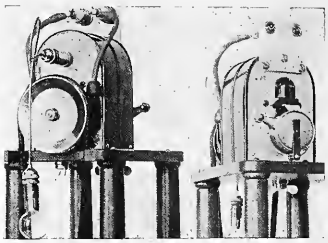


The Majestic sidecar top

of the exhibit, which was in charge of T. W. Henderson and Hugh A. Fargo. In addition to the motorcycles which had come straight from the factory were two machines which had been ridden to victory by Harvey Bernard and Charles Drude in the Chicago-Kokomo endurance run, October 10-11, a distance of 406 miles, through continuous rain and mud. Near by was the large loving cup which rewarded the efforts in making the best team score. One of the most instructive exhibits in the show was the "Henderson show trunk," a heavy built carrier with the usual trunk top but with a folding front. To the inside of this trunk, on the bottom, sides, top and in every available space were permanently fastened the parts of a dissembled Henderson motor, showing every detail of manufacture. The trunk is to be shipped throughout the country to Henderson agents for their instruction and as an advertising feature which is sure to attract attention.

F. W. Spacke Machine Co., Indianapolis, Ind.—

Owing to the fact that De Luxe motorcycle motors have become thoroughly standardized, the F. W. Spacke Machine



The Indian dual magneto generator

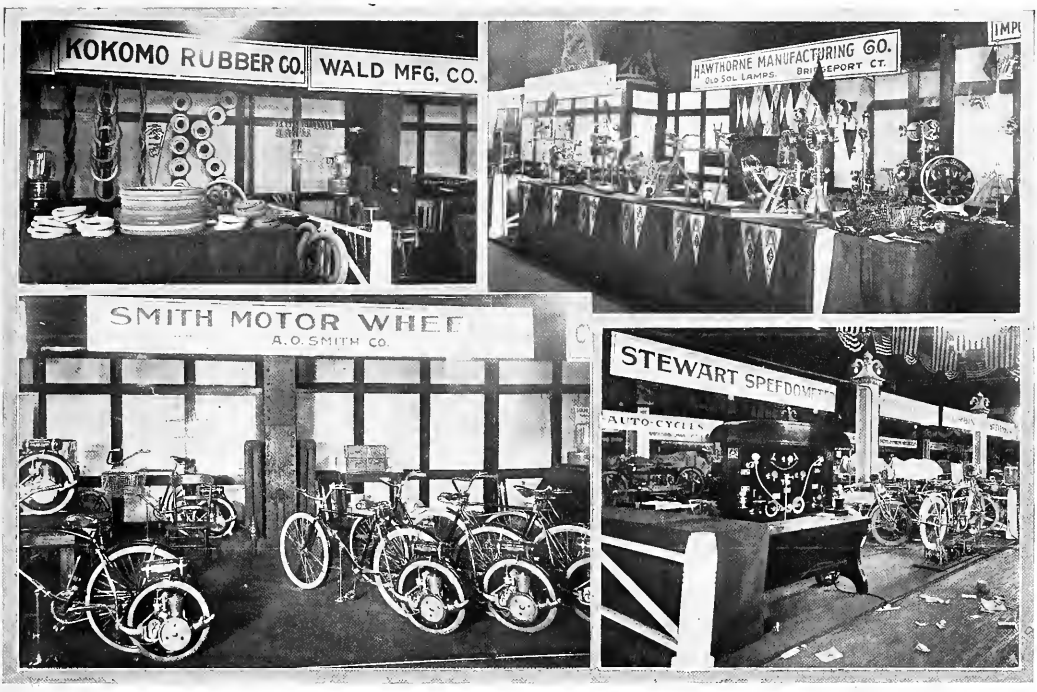
Co. did not offer anything radical in their otherwise complete exhibit.

The exhibit this year displayed four motorcycle motors, two of which were the plain type in sectional or cut away style, arranged for ready inspection. A standard plain motor was shown, also a standard two-speed motor in the twin style.

As illustrating the development of De Luxe motors for lines distinct from the motorcycle, a complete showing of De Luxe power motors was made, consisting of two standard twin-cylinder air-cooled motors, and one standard twin-cylinder water-cooled motor in two forms of ignition, battery and dual magneto.

In addition to these items and to further facilitate the inspection of De Luxe construction, a full line of motor parts was shown, consisting of crank shaft and cam shaft assembly, roller bearing assemblies, and miscellaneous parts.

The 1915 refinements in the De Luxe line consist of the new style carburetter manifold, which permits of a more direct



flow of gas into the valve chamber, since the rib valve cage heretofore in use has been dispensed with, and the new manifold may also be removed with little or no trouble by simply releasing the hook bolts which hold the manifold into place.

In addition to this, each end of the manifold is provided with priming valves, which may also be used as auxiliary air valves, should occasion for this arise. These parts are fitted together with a ground joint and are perfectly tight.

Further, a small hole for ⅛-inch pipe tube is drilled into the center of the carburetter "T" on top of the manifold, to which a copper priming tube with a pet cock may be attached, and which represents a very convenient method for priming should such be desired.

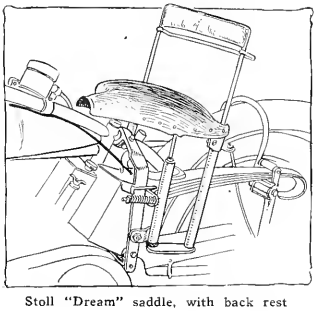
De Luxe motor pistons are now of the two-ring type, and are very much lighter than heretofore.

The rear cam shaft bearing on De Luxe motors has been improved, as a phosphor bronze bearing is supplied, which screws into the case from the outside, and may be readily removed without taking down the motor.

As formerly, the Spacke exhibit was in charge of Sales Manager F. S. Lawrie, assisted by Chief Engineer D. B. Brownlee.

Stewart-Warner Speedometer Corporation, Chicago, Ill.—The exhibit consisted of an Excelsior motorcycle mounted on an electrically operated demonstrating stand, and equipped with both the Stewart rigid tube front-drive model and also the rear-drive model, also the new Stewart motorcycle horn. This stand was so arranged with bumps as to produce as near as possible the effect of bumps and rough spots in roadways, and showed how all of this jar and vibration does not whip the front wheel drive shaft, as formerly when this was a flexible shaft. The present model has its drive shaft inside of the rigid tube and all the jar and vibration is taken up, due to the pinion being held by a swivel joint which allows it to ride up and down on the sprocket.

There was also in the exhibit a Flying Merkel, a Henderson, a Thor, a Yale, an Indian and a Harley-Davidson, each of them equipped with both the Stewart rigid tube front-drive model and also the rear-drive model, together with one of the new Stewart motorcycle horns.



Stoll "Dream" saddle, with back rest

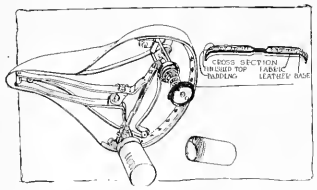
A large display stand was mounted with these various exhibits and parts, showing the product in detail. The exhibit was in charge of Samuel Kraus, H. E. Weber, J. B. Suess.

Fentress-Newton Mfg. Co., Detroit, Mich.—W. E. Newton was in charge of the exhibit and had as assistants F. P. Fentress and Irving Beck, all of whom found plenty to do in showing the full line of F-N specialties. Included in the line were the new metal tool box, Prest-O-Lite tank holder for Harley-Davidson and Excelsior luggage carriers, a new spring cushion with hand hold and a new line of extension and shoulder nuts.

Corbin Screw Corporation, New Britain, Conn.—The line of bicycle and motorcycle brakes, Corbin-Brown speedometers and automatic screw machine parts were shown by representatives A. F. Breither, R. A. Sundvahl, H. A. Harrop and S. W. Ford. The leader, of course, was the Corbin Duplex coaster brake, which for more than 14 years has proved its worth. It was first launched in practically its present form, being made somewhat larger than other brakes, to obtain the maximum of power. The

larger ball-bearings which result are a factor in greater strength and low cost of upkeep. The free pedal action of this brake is one of its most attractive features.

Stevens & Co., New York City—An elaborate display of the Stevens line was shown in the booth which was in charge of Louis Schwab, assisted by J. G. McGuckin, E. C. Huntington and P. L. Rinck. In the foreground of the booth was a bicycle to which was attached a service sidecar. There were a number of new motorcycle accessories ,including the stream-line sidecar windshield, Stevens hand vise, speedometer lamp, handlebar crossrod, and a new pedal wrench. The windshield was made of a Bessemer steel frame supporting a transparent celluloid panel. The device is attached to hinges which permit of it being folded forward when not in use. A mahogany finished filled board is provided for cars having a curved dash. One of the handiest little tools is the hand vise, which is equally useful either on the road or in

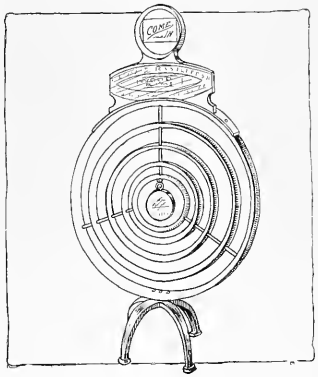


Mesinger saddle with cushion suspension

the shop. It can be utilized for a chain tool, spoke wrench or socket wrench, and has an exceptional gripping power which makes it useful in a host of ways. It is invaluable when repairing a broken leaf spring. The exhibit contained also a new line of motorcycle parts, including motorcycle pistons, piston rings, etc.

Beckley-Ralston Co., Chicago, Ill.—Assistant Sales Manager H. W. Dietz was assisted by the following members of the sales force in handling the products of the firm which were exhibited: James M. Carroll, T. C. Ryan, V. C. Fuller, E. C. Price, B. Callahan, Harry Rempel, I. Jacobson, Arthur McKee and Henry Hartkoph. The display was composed of a full line of Beckley-Ralston bicycles, which included Dayton, Thistle, Autocrat, Ariel, Colonial and Thistle machines, and a complete line of motorcycle and bicycle sundries and tires for the power-driven and foot-propelled cycles. Visitors to the booth were invited to make an inspection of the store and stock of the concern, which was located only a block away from the Armory.

Davis Sewing Machine Co., Dayton, O.—Four motorcycles, two with the new Dayton power plant and two fitted with De Luxe motors, shared the attention with the new sensational Dayton Fire Fighter, which was given its first public appearance at the show. The balance of the exhibit consisted of Dayton parts,



Wood rim display of Louis Rastetter & Sons

pedals and forgings. The company was represented by Col. F. F. Huffman, president; G. H. Gorman, J. M. Huffman, Horace M. Huffman, manager cycle department; C. F. Budroe, superintendent; C. W. Waughop, F. H. Gibson, of the selling force; D. W. Gould and L. B. Gould, of the Chicago sales office.

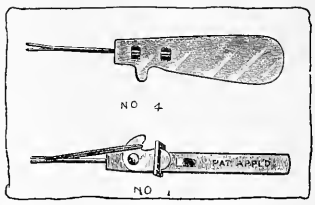
American Wood Rim Co., Onaway, Mich.—In addition to Lobdell rims, A. B. Coffman, who looked after the interests of this booth when his duties in connection with the management of the show permitted, displayed also the Bean Chain Tool.

A. B. C. Generator Co., Los Angeles, Cal.—C. Will Risden, who, when in his own country in Los Angeles is the Indian distributer for Southern California, exhibited A. B. C. generators and S and M. lamps.

The Continental Rubber Works, Erie, Pa., occupied an advantageous space with frontage on three sides, and were thus able to make a most interesting display. They showed a complete line of tires, among them being some with various colored treads so that the tire might harmonize with whatever color the motorcycle was enameled.

The most attractive feature of the display, however, was a demonstration of the actual manner in which tires are manufactured. A large crowd was continually watching the process of building up the tire with alternate layers of rubber and fabric and the molding of the same over a mandrel. By watching this manufacture of these tires it was easy to see wherein lay their puncture resisting qualities. The gentlemen in attendance at this booth included the president of the company, Theron R. Palmer, and Messrs. W. J. Surre, sales manager; W. S. Tullis, coast representative; E. H. Strickland, eastern representative; F. W. Fee, Chicago manager, and G. K. Carlson, of the Chicago branch.

Bosch Magneto Co., New York City—Al Bartsch, from headquarters, with F. D. Norman, Chicago branch manager, and A. Zeigler represented the company, which exhibited its well known waterproof magnetos, 2 E I and 2 E V; also the D U 4 and N U 4 types for four-cylinder motorcycles. The feature of the exhibit was the demonstration stand which showed the waterproofness of the motorcycle magneto by keeping a constant stream of water pouring over the entire instrument all day and evening. The Bosch plugs were exhibited in section so that the design could be inspected. The motorcycle lighting system did not make its expected appearance, the



Wald tire repair tools

company not being entirely satisfied that the new product was sufficiently foolproof and rugged to withstand the strain that motorcycling imposes. The instrument is being thoroughly tested and probably will be offered to the public within a month or two.

Consolidated Mfg. Co., Toledo, O.—Two solo Yales, another with sidecar attached, and a sidecar only, were part of the Yale exhibit, the balance of which consisted of three models of bicycles, one of them of the motorcycle type. During the week the company was represented by D. J. Welsh, Harry Capron, F. W. Stierhoff, Arthur Ketcham, Louis Goldsmith, Frank Cornish, Shorty Matthews, Robert Gilbertson and Henry Baird.

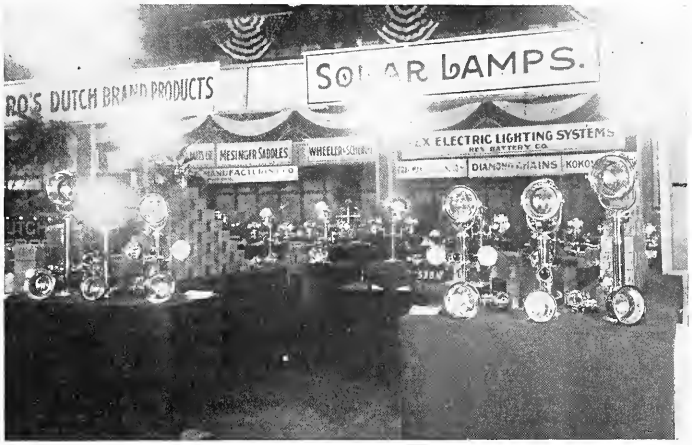
Victor Auto Parts Co., Cincinnati, O.—President John L. Corcoran and Sales Manager W. R. Hughes exhibited motorcycle electric and gas lamps and brackets. The product was shown in various finishes, including nickel, black and nickel, Indian red, Harley-Davidson gray and Dayton carmine. In addition to these

colors may be obtained any to match the machines on which the product is to be used. The display is in various shapes and sizes. Entirely new is an electric light for commercial sidecar use, showing the rear red light and the usual white glow in front.

H. & T. Mesinger Mfg. Co., New York City—Among the saddles exhibits noticeably new features are the two leading saddles of the Mesinger exhibit. "Center compression" is the magic word on these saddles, as the spring action in both types is produced by direct even compression centrally transmitted to the coil springs used. This prevents broken springs which might and do result from side twist in the models of previous years. The center posts on which the springs are mounted are guided by outer casings of steel, at the ends of which are leather washers preventing all metal to metal contact.

In addition to the above new features there are two distinctive types of the new Mesinger motorcycle saddles. The long compression coil type and the air cushion spring model. Both these models are entirely new and embody all the above described features. The coil spring used is of a new type, being double the length of the usual coil and conical in shape. The action of this saddle in use is to absorb all shocks without transmitting same to the rider.

The leading saddle of the Mesinger exhibit, however, is the new Air Cushion. This saddle has all the above described features, with the additional advantage that springs and guides are encased in a steel cylinder with closed dust-proof



ends. On the lower end of the center post is a piston formed of a steel washer between which are clamped leather cupped washers, which operate to form an air cushion and entirely check the return shock. The action is properly retarded by an air vent through the piston. The shock absorbing qualities of this saddle are remarkable, as actual use is daily demonstrating, and this saddle will unquestionably find much favor during the coming season. The concern was represented by H. Mesinger and Perrin Whitney.

Wheeler & Schebler, Indianapolis, Ind.—B. E. Okey, G. T. Briggs, C. K. Alexander and W. H. McDonald. While fully assembled models of the Schebler product were shown, the most instructive part of the exhibit was found in the panel board display of the component parts of the various models. Few people except those who have to do with carburetters imagine that there are about 65 separate pieces in the makeup of this seemingly non-intricate device, yet such is the fact, as was taught by the demonstration.

Hagerstown Shoe and Leggin Co., Hagerstown, Md.—L. V. Hershey represented the company, which had on exhibition samples of its full line of leather and canvas leggings, including Halco quick detachable puttees.

Roller Saddle Attachment Co., Boston, Mass.—"Aero" roller saddle attachments were shown by A. Leo Brett, Joseph P. Cryan and Raymond Swanberg, representing the company. This saddle attachment has been designed upon entirely new principles, giving a cradle-like movement that effectively absorbs both the forward as well as the downward shocks. "Aero" is adjustable to the individual rider, has no side play and no rebound, and although the seat post is removed, the motorcycle can be lifted and moved about by the saddle as before.

The Silvex Co., New York City—Evidence of live sales work was always to be seen at the Silvex Company booth, where Sales Manager J. W. Fischer had with him three of his best men—Messrs. Heffley, Staff and Kaiser—who all report business as good.

Fischer is a confirmed believer in proper display for goods—and the handsome display case which the Silvex company is giving to dealers looks like a business getter for any retailer who handles the Bethlehem Five Point plug.

Chas. M. Schwab, the steel magnate, is president and owner of this company, and any dealer may be assured that the fame of the name and trademark "Beth-

lehem" and the quality it represents will be most zealously guarded—and the Bethlehem plug guarantee, "For the Life of the Motor"—stands for a quality test supreme.

R. J. Leacock Sporting Goods Co., St. Louis, Mo.—President R. J. Leacock, Vice-President R. B. Leacock and M. J. O'Reilly represented the only St. Louis concern in the show, and exhibited the line of Jupiter, Saturn and Eureka bicycles and Leacock tires and inner tubes. In addition was shown a large and complete line of motorcycle and bicycle supplies of all descriptions.

Rex Battery Co., Chicago, Ill.—Two motorcycles showing the Rex full lighting equipment and a demonstrating board with generator, battery, head and tail lights, speedometer and electric meter lights with switch control, made clear to all the completeness of the equipment and its simple effectiveness. The new feature of the line was the non-leakable battery. The booth was in charge of P. H. Gilleland and W. E. Poole.

Stoll Mfg. Co., Denver, Colo.—Frank M. and Walter M. Stoll exhibited tandems, foot rests and carriers of their own design and manufacture, also the Dream saddle, No. 5, which met with instant favor.

Prest-O-Lite Co., Indianapolis, Ind.—A. G. Rundle showed the full line of Prest-O-Lite products, including the new automatic reducing valve for motorcycle use, which maintains the light at an even and fixed flame. There was shown also the Prest-O tire tube which contains sufficient air pressure to blow up 15 tires. The dimensions of the tube are 15 x 2 inches and it is made with a clamp for attaching to the machine. In making the photographs of the show the photographers obtained excellent results, as these columns show, by using Prest-O-Lite flare lamps.

Amana Society, High, Ia.—This concern showed the line of jobbing bicycles it recently has acquired and exhibited also oils and accessories.

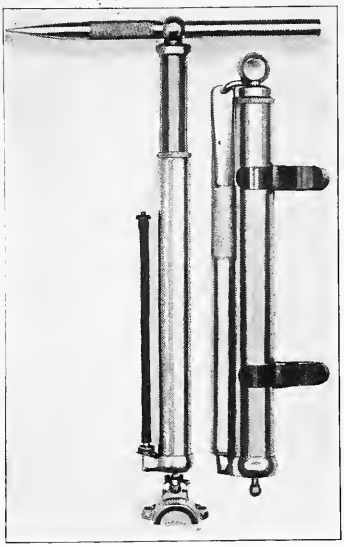
Rogers Mfg. Co.—R. F. Rogers and William H. Fox displayed an Excelsior motorcycle with Rogers sidecar attached. The sidecars also were shown in Harley-Davidson gray, Indian red and Thor blue. A commercial van of Rogers design was also exhibited.

A. Schrader's Son, Inc., Brooklyn, N. Y.—Schrader valves, Schrader and Twitchell tire gauges, dust caps and, in fact, everything in connection with tires or valves was shown by Max T. Bendel and J. O'Rourke, representing the company.

Schickel Motor Co., Stamford, Conn.—W. H. Schickel, assisted by M. Westover and Whipple, "the motorcycle man," of Chicago, were in charge of the booth in which were displayed two Big 6 motorcycles, one with belt and one with chain drive. The three-speed Schickel was not exhibited.

Atlas Specialty Co., Chicago, Ill.—Tandem attachments, windshields, hip leggins and leather-made accessories were shown. The exhibit was in charge of C. J. Wollheim and E. A. Weinand.

Feilbach Motor Co., Milwaukee, Wis.—Although an eleventh hour arrival as an exhibitor and obliged to take a very inferior space in the corner of the gallery, the Feilbach Motor Co., of Milwaukee, made a very interesting display. Messrs. Meyers and Rosencranz were both on hand with specimens of their shaft drive and chain drive models. These have been developed for 1915 along prevalent lines and are bound to achieve a wide popularity. Complete details of these improvements are not accessible at this writing, but are promised later, when certain features have been granted the protection of government patents.



The Jones motorcycle pump

The Canal Zone Motorcycle Club has been organized with headquarters at Ancon, Canal Zone. Quite a number of people have joined and considerable interest is being displayed in making it a success. The number of motorcycles in use by employes of the Canal Zone seems to have notably increased recently.

NEW CYCLONE MAKES ITS DEBUT AT SHOW

Has Novelties, Including 42-Degree Cylinders, New Valve Mechanism—Motor-Driven Oil Pump—Leaf Spring Frame—Said to Be Speed Marvel

From St. Paul, Minn., comes a new motorcycle. The only thing about the Cyclone—for that is it—that is not new, is the company that makes it. The Joerns Motor Co., which is responsible for this addition to the ranks of power-driven two-wheelers, is as old, motorcyclically speaking, as the proverbial hills, having produced the Thiem motorcycle for years and having made it one of the first motorcycles in America to be fitted with two-speed gearing. However, when the Thiem was made, which was well up into the middle of the present year, the name of the company was the Joerns-Thiem Motor Co., it having been changed to its new form only within the last few weeks, which change has not been generally known.

There are two chief claims which the new Cyclone has to distinction. First and foremost is the very novel motor. It is a twin with 42 degree cylinders and bore and stroke dimensions are such that the cylinder capacity approaches very closely to the 61-cubic inch limit set by the F. A. M. contest rules. The valve mechanism, however, is very unusual and far from orthodox. In fact it might be said, without prejudicing the device, that the valve mechanism verges on the freakish. In place of the orthodox cams and tappets for actuating the poppet valves which are used to control the flow of gases into and out of the cylinders, vertical rotary shafts reach up alongside the cylinders and actuate the valves by means of specially designed cams at their upper ends. The valve mechanism is fully enclosed and the mechanism is said to result in valve timing that is more nearly perfect and faster in action than can be possibly attained with the ordinary mechanism. The motor is lubricated through the intermediary of a motor-driven oil pump, making for positive feed of the lubricant at all times, distribution being effected by the splash system. Drive is through the intermediary of a countershaft disk clutch and ordinary drive chains.

In other ways the Cyclone, which, as the name would imply, is said to be possessed of great speed, is orthodox. It sells for $250 and is built at the present moment in one model only.

FEW CHANGES MADE IN DE LUXE MODELS

Aim at Power Reliability—New Manifold Has Been Added and Other Improvements to Motor—Front Wheel Stand Fills Great Need

A year ago, when manufacturers began equipping their motorcycles with every convenience, many of which were luxuries far more than accessories, the Excelsior Cycle Co., manufacturers of the De Luxe motorcycle, decided to produce a plain motorcycle, leaving the selection of special equipment to the buyer and putting every dollar of the productive cost in power, reliability and road qualities. So successful have they been working along these lines that they have decided to continue the same policy for 1915 and have added to their machine only such items of equipment as they believe to be really necessary for satisfactory service.

In general, the machine is identical with the 1914 model. The same frame construction and controls, with the De Luxe motor as the power plant.

The improvements in the De Luxe motor comprise a new style manifold, which permits more direct flow of gas into the valve chamber by the elimination of ribs in the valve cage. Quick and easy removal of this manifold, together with the carburetter, is attained by simply releasing the hook bolts that hold the manifold in place. In addition to the above features, each end of the manifold is provided with priming valves of such design that they may be readily used as auxiliary air valves should occasion arise. All parts of the manifold are fitted with ground joints and are therefore absolutely tight.

Another convenience is a small hole tapped with ⅛-inch pipe thread on top of the manifold in the center of the carburetter "T," to which a priming tube with a pet cock may be attached should it be desired to use a permanently connected priming pump.

The pistons are lighter and of the two ring type.

The bearing for the rear end of the camshaft is now a phosphor bronze bushing, which screws into the case from the outside and therefore may be removed and replaced without the necessity of taking down the motor. Other features, such as inclosed intake rocker arms packed in hard lubricant, the one-piece camshaft with balanced and thrust cams, worm gear driven and other De Luxe features, have been retained without change.

The new equipment comprises a front wheel stand, an almost invaluable convenience in working on the front wheel or tire. Heretofore it has been usual for the motorcyclist to hunt up a stone or some suitable object to support the frame under the motor in order to take out the front wheel, a very precarious arrangement at best and one which often resulted in the machine falling over with disastrous results to the motorcycle, and sometimes to the rider, if it happened to fall on him.

The new stand is pivoted to the end of the main fork and when not in use swings to the rear and is clamped to the end of the front mudguard practically the same as the rear stand. It is, however, narrower, as it is intended simply as a support to raise the front wheel clear of the ground and not to prevent the machine from falling sideways, it being always used in connection with the regular stand attached to the rear axle.

The De Luxe footrests are the result of a thorough endeavor to eliminate the possibility of breakage. The foot plates are large with a high guard rail that prevents the foot from slipping off and a cross brace for the heel. The supports comprise hinge clamps, secured to the frame tube. A feature of this clamping mechanism is the combination of binding bolt and hinge, the lateral extension forming a part of the hinge support being internally threaded screws which screw on the binding bolt and are locked in position before the hinge is assembled. Consequently, after assembly there is no possibility of the clamp loosening in service and at the same time a neat clamp is provided with no projections or cavities to catch and hold the dirt.

Another convenience is a priming gun, built in the gasolene filler cap, thereby providing an instantly accessible means of injecting gasolene in the cylinders when weather conditions make priming advisable.

The transmission comprises a standard Eclipse clutch located on the secondary shaft and operated by a lever at the left of the machine. This lever is provided with friction clutch on the segment, by which it is retained in any position without dogs or similar parts which are liable to loosen and ravel. The brake is the Corbin dual action type, operated either by back pedaling or by a foot lever at the left side, so located that it may be reached without raising the foot from the rest.

The two-speed model is identical with the regular, except that it is equipped with an Eclipse two-speed gear in the rear wheel. The gear change is attained through a lever at the right of the tank, which is provided with an automatic locking device which locks the gear in either high or low position by simply shifting the lever to either end of its travel without the necessity of any engagement or disengagement of locking devices on the part of the rider.

Hendee Closes Denver Branch

Announcement has been made that the Denver branch of the Hendee Mfg. Co. has been discontinued and that an agency in that city for Indian machines has been taken by the Williams & Boyd Co., who will open up in the automobile retail section. Boyd of the firm is "Slivers" Boyd, the well known racing man.

Those Indian distributing agencies which formerly have done business through the Denver branch now will be taken care of by the Kansas City branch of the Hendee company, which will look after all the territory of the two branches.

Races Well Patronized in Illinois

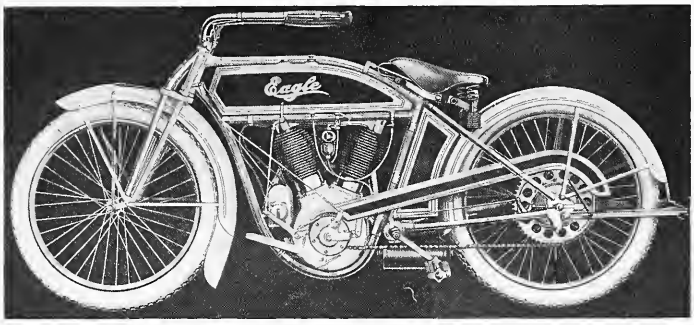
E. E. Goldsberry, manager of the Twentieth Century Motorcycle Racing Co., of Quincy, Ill., which promotes motorcycle races at county fairs throughout the Central States and has just closed their season at Trenton, Mo., states that the company has been very successful in motor racing this year, having had no accidents. The Twentieth Century Motorcycle Racing Co. will start out next year with four new short-coupled racing machines, of four different makes, and expects to do a fine business, as they draw no lines for the different kinds of weather. In Trenton they raced in mud six inches deep before the grandstand. The boys have lots to put up with, all tracks being half-mile, and some in very poor condition, but they did remarkably well. Ray Boyce, the star rider, on his Excelsior clipped half miles in from 30 to 33 seconds.

Capron Becomes Sales Manager

Harry D. Capron, manager of the Toledo Store, under which name the Toledo agency of Yale motorcycles operates, has become traveling sales manager of the Consolidated Mfg. Co., succeeding Robert D. Hines, who will manage the office end of the selling department. Capron will continue in his activities with the Toledo store, exercising a general supervision over its affairs

Two-speed Models Adopted by Sterling

Two Twins Embracing Use of Hub Type of Gearing Offered by the Eagle Maker —Four Twin Models in the Line—Step Starter, Automobile Type Brakes and Double Brake Control Among Improvements



Eagle 16-horsepower two-speed, which sells for $285

Three new models have been added to the Eagle line of motorcycles to be produced during the coming year by the Sterling Motor Co., of Brockton, Mass. The big singly-geared twin of last year is retained with some minor improvements, while a two-speed model to match it, together with a medium weight model made in both singly-geared and two-speed types are offered. The power plants are the well-known De Luxe, and are conservatively rated at eight and at nine horsepower, the brake tests showing as much as 12 and 16 for the respective models.

The motors have been somewhat improved over those of last year, though all of the improvements come under the general heading of refinement, it not having been found necessary or even desirable greatly to alter the design. For instance, a primer has been added, and the manifold is attached by means of a two stud arrangement, while a tension spring has been fitted to retain the grease cup cap over the enclosed rocker arm of the inlet valve. The camshaft bearings also have been altered somewhat and a double bearing has been provided on the starter side of the motor.

The starter, of course, is something new to the Eagle, and is of the pedal type with a runover clutch on the engine shaft which grips and turns the shaft when the pedals are revolved, but releases the shaft the moment the motor fires. The runover clutch is of the ball ratchet type and the countershaft is geared to the crankshaft 3 to 1, making starting an easy matter. The two-speed, which is also new to the Eagle, is of the rear hub type and is operated by means of a small lever positioned on the top tube of the frame, which accessible location makes its use decidedly convenient for the rider.

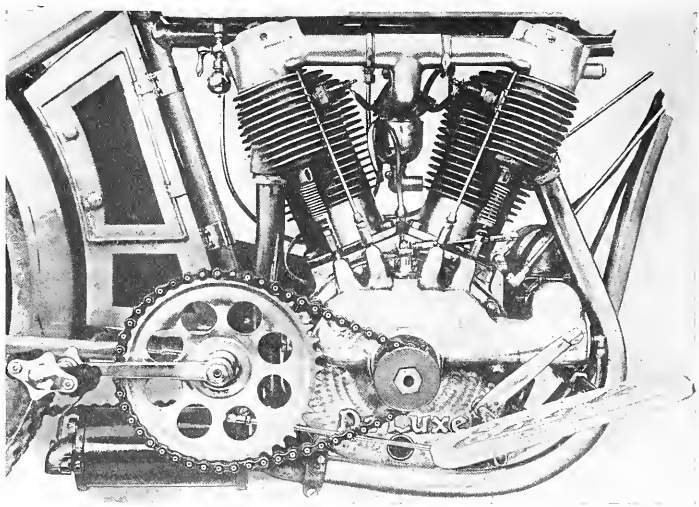
The direct drive system, which first was applied to the Eagle last year, has proven so efficacious that it has been retained, the Eclipse clutch being positioned on the engine shaft and actuated by means of the left grip, the right grip controlling the throttle and the compression release.

One of the main features of the new models is the rear hub construction, in which half-inch balls are used, together with removal hub caps, and the automobile type of band brakes operating on a drum of ample size to ensure positive gripping, and the rapid diffusion of the heat generated, thus making for relief from burned brakes. The double brake control is unique in that the control is effected by means of toe levers positioned on either footboard. Footboards are regularly supplied on all models.

The prices of the new Eagle models, which are finished in a most thorough manner, are as follows: 16-horsepower two-speed, $285; 16-horsepower regular, $260; 12-horsepower two-speed, $275; 12-horsepower regular, $250.

New Departure Adds Distributers

The New Departure Mfg. Co., Bristol, Conn., has added the following new distributers: Ahlberg Bearing Co., 325 West Pico street, Los Angeles, Cal.; the Chapin Co., Calgary, Alta.; Western Rubber & Supply Co., 149 New Montgomery street, San Francisco.

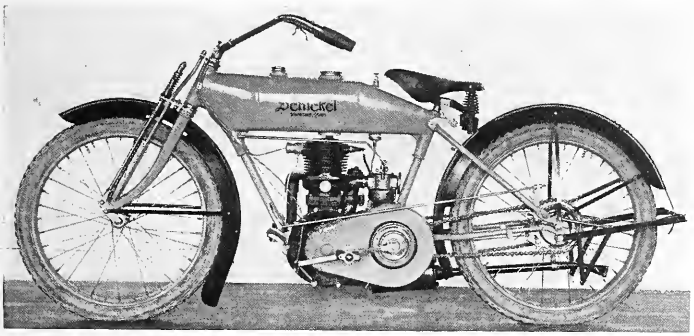


Right side view of Eagle power plant, a De Luxe motor with kick starter and new manifold

Three-speed Model Coming From Schickel

Device Will Disclose Radical Construction, But Details Are Not Yet Announced —Two-speed Model With Eclipse Gearing Ready—Few Other Changes in Construction of Two-stroke Machine

Somewhat after the fashion of a bolt out of a clear sky comes the announcement that the Schickel Motor Co., of Stamford, Conn., maker of two-stroke motors, one chain driven, and the other by means of flat belt, and a corresponding pair of six-horsepower machines. A six-horsepower machine with Eclipse



Schickel offering for 1915—a two-stroke single-cylinder, with chain drive

Schickel motorcycles, is to launch a three-speed model, embracing unique features. Just what form the machine will take, that is, as to the gearset, for the power plant is to be the large Schickel six-horsepower motor, single, of course, is not yet announced, for the design is not yet fully protected and to announce it would be folly. It is said, however, that the three-speed device used on this model will be located between the motor and the countershaft and that the design is such as to greatly simplify the mechanism over the various types of gearsets ordinarily used.

The model will also be equipped with a pedal starter, eliminating the orthodox pedal chain, and with a double braking system, one brake acting on the rear hub as is common practice, and the other hub operating on the countershaft, practice which is yet untried in motorcycle construction but which has been found to give admirable results in motor truck service. Deliveries on this machine will not be made until December.

As in the past, the efforts of the Schickel company will be confined to the production of two-stroke motorcycles, which will be made in four models but in only two sizes. There will be two machines powered with five-horsepower two-speed and the three-speed machine complete the line. The prices are for the smaller belt model, $190; chain, $195; for the larger belt model, $200; chain, $210; two-speed, $235; three-speed, $250.

All of the original features which have characterized the Schickel in the past are retained in the new models, as their worth has been conclusively proven. By way of permitting the use of a skid chain over the front as well as over the rear tire, the fork design has been altered slightly to provide one-half an inch greater clearance between the tire and the front mudguard. The power of the motors has been increased slightly by a slight change in the timing of the ports, which, of course, are uncovered by the piston, and with the result that the six-horsepower motor develops fully eight guaranteed horsepower while in several cases the power plants have been known to deliver nine horsepower. Since this horsepower is developed at the comparatively low speed of 1,800 revolutions a minute, it clearly demonstrates the pulling powers of the motors when they are speeded up.

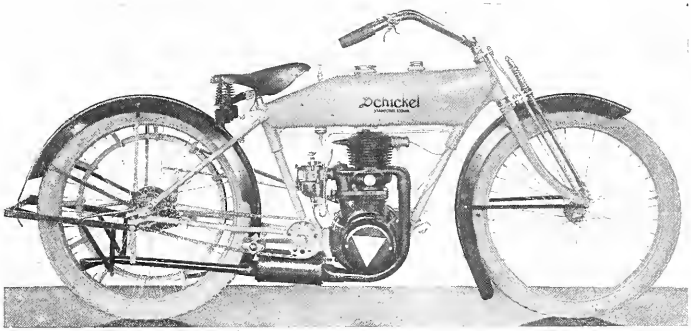
As heretofore, the grip control of the clutch, spring mounted footrests, tank in the frame construction, enclosed tipping magneto, and unique way of lubricating the motor by mixing the oil with the gasolene, will be retained.

Uses Motorcycle for Hurry-Up Calls

The Wetmore-Quinn Co., Detroit, which sells Paige and Saxon cars, has recently installed a motorcycle service that enables the proprietors to give their C. Q. D. calls an immediate response day or night.

"We find that it costs considerably less than sending out a car and enables us to give our customers quicker action," remarked Hughie Quinn.

As a matter of fact the motorcycle is featuring pretty strong in the service departments of many up-to-date concerns. Its economy no less than its celerity commends it—and it has the appearance of dispatch and action that always proves a good advertisement.



Schickel belt-driven model, six horsepower, single cylinder

NEW FLANDERS HAS MANY IMPROVEMENTS

Ten-Horsepower Twin Has Fully Enclosed Drive System—Two-Speed Device Model Also—Foot Lever Control of Brakes a Feature in New Models

A ten-horsepower twin at $210! A two-speed ten-horsepower twin at $250! That, in effect, is the sum and substance of the Flanders announcement of its plans for the coming year.

The motor and the drive, in fact, just about the whole of the simpler machine, is a perpetuation of the Flanders twin of last year, the fully enclosed drive system and the fully enclosed valve tappet on the side by side valves, as well as the special shock absorbing sprocket on the rear hub being retained.

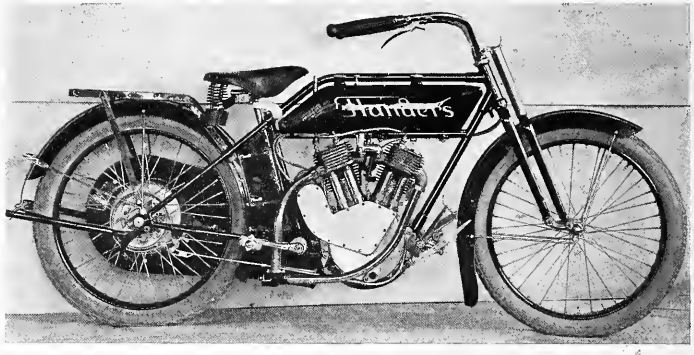
The two-speed model, however, embraces many new features together with these that characterize the single-speed model. The two-speed device, for instance, is mounted on the rear hub, and owing to the fact that the machine is geared direct to the engine, ample room is given to make the device large enough properly to perform its functions. It is of the planetary type, the whole mechanism being enclosed in an aluminum case for the sake of decreasing the weight to a point where it is next to negligible, the clutching for providing low and high gear, respectively, being accomplished by means of a double-acting disk clutch. This clutch, by the way, is something new under the sun, that is, in motorcycle application. The construction is such that it permits of ample clutching surface so as to adequately provide for the dispersion of heat which is naturally generated when the clutches slip, and to provide ample wearing surface so that frequent adjustment of the clutch is unnecessary.

Another new Flanders feature is the very wide band brake which is fitted to the right side of the hub and which is novel in that when tightened the slip of the drum tends to loosen the band rather than tighten it, so that chattering of the brake band and locking of the wheel are next to impossible. The brake is actuated by a foot lever on the right footboard through the intermediary of steel cable.

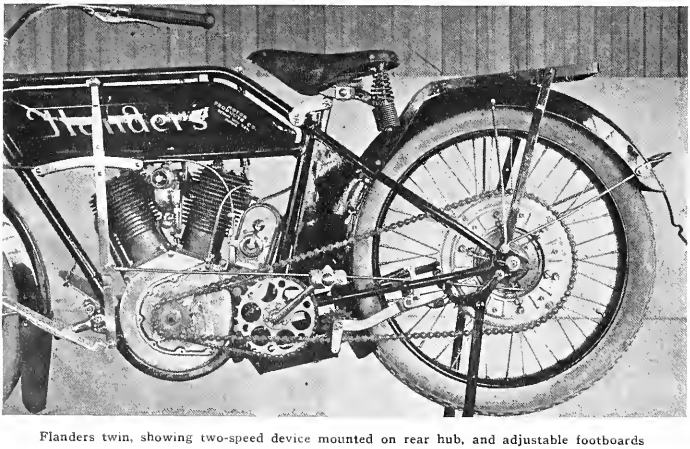
Fully adjustable footboards, folding, of course, are fitted to the model and are provided with a neat heel hold to prevent slipping of the foot. Tanks have been improved by the fitting of larger filler openings with chained caps.

A very neat conception of a pedal starter is fitted. It acts through a roller ratchet of the silent type on the engine shaft, and permits of the motor being "whirled," if need be, to effect starting when conditions are not just what they should be for quick starting.

It is pointed out that when the Flanders is under way, there are but two moving parts that are visible, and they are the wheels. The remainder of the moving parts is fully enclosed. The machines are equipped with Mesinger saddles.



Flanders ten-horsepower twin, two-speed, fitted with kick starter, $250



Flanders twin, showing two-speed device mounted on rear hub, and adjustable footboards

With a charter membership of 41, a new motorcycle club was organized last week in Rockland, Ill. The title of the organization is the Forest City Motorcycle Club.

Club rooms will be furnished over Bean's confectionery store on West State street. The organization will cooperate in every way possible with the Rockford Motorcycle Club. Speeding and open mufflers were denounced by the club, and its members are pledged to cooperate with the authorities in enforcing this phase of the law.

The following officers were elected: President, Joe Bick; vice-president, Elmer Lee; secretary and treasurer, S. J. Smith.

Board of directors—Ed Munson, chairman; Oscar Brown, John Hammer.

Club room committee—Walter Skoglund, chairman; B. Benjamin and Harry Allen.

Physician—Dr. Ward Burdick.

W. F. Hawkins and Walter Holmberg, of the Holmberg Indian agency at Duluth, Minn., rode back from the show via Dubuque, Mason City and St. Paul. They left Friday and ran into plenty of mud. The Holmberg agency is now in its new quarters at 109 East 1st street.

The Lancaster, O., riders have arranged for the organization of a motorcycle club. Harry Coss was enthusiastically chosen president of the new organization.

NEW TWO-SPEED GEAR BETTERS THOR LINE

Four Models in 1915 Line, all Powerful—Simplified Two-Speed Gear of Planetary Type Appears—Also Novel Pedal Starter—Lower Saddle is Fitted

All the Thor models, save a new "speedster," are to be two-speed machines. There are in the 1915 line four models altogether, including a 12-horsepower twin, an eight-horsepower twin, a six-horsepower single and the eight-horsepower short coupled model. The prices are $275, $265, $230 and $250 for the respective models.

One of the most noticeable features of the new Thor machines is that the two-speed which is fitted, while of the planetary rear hub type, is new throughout and is on the whole very much simpler than the modified planetary gearing which formerly was adhered to. Simply described, the gearing resembles more than anything else a large roller bearing, there being six small pinions intermeshed between a large internal gear and a central external gear, the pinions being carried on a yoke which is fast to the hub. The driving sprocket is integral with the large internal gear, and a double-acting cone clutch serves to lock the central gear against rotation, providing high gear or direct drive when in the other position. This is a great convenience.

As to the general proportions and the design,, the Thor motor remains practically unchanged. New cylinder castings, however, provide for the complete enclosure of the valve mechanism, that is the inlet rocker arms, within a chamber formed in the cylinder itself, effectively protecting the mechanism against the ingress of dirt or the egress of lubricant, while the design also results in a more nearly silent mechanism.

The undergeared drive which is retained, has been perfected by the fitment of larger balls and stronger ball races and better support for the center studs effectively taking care of the power increase. The manifolds are straight and slightly larger in diameter than heretofore, permitting freer passage of the gases. A new cross-bar has been added to connect the ends of the connecting rods, eliminating any tendency of the rods to work loose.

One of the most novel starters that has yet been offered is adapted to the new Thors. It is of the pedal type and operates directly through the undergeared chain drive.

Loosely mounted on the pedal shaft, is a sprocket which engages with the links of the long drive chain, the latter being held firmly in engagement with the lower portion of the chain by means of an idler sprocket. The sprocket on the pedal shaft is provided with ratchet teeth on its outside surface, and a pawl mounted on the crank designed to engage with these teeth and provide for turning the wheel when the pedals are rotated in a forward direction. When the motor takes up its own cycle of operations, the pawl is thrown clear of the ratchet and is held clear by a spring. When it is necessary to use the starter again the dog is brought into play simply by kicking the button on the end of it, which forces it again into engagement with the ratchet teeth.

Control of the two-speed and clutch is vested in a single side lever in accordance with the usual practice when a planetary gearset is used. The brake is operated either by back pedaling, or by means of a foot lever positioned on the right footboard. The brake, by the way, has been made considerably larger than heretofore, in order to provide for the increased power of the motors, though in general design it is the same as the one that has been used in the past.

The frame lines have been altered so that there is a pronounced drop to the top tube, providing a saddle position that is 2½ inches lower than on the last year's models, making, of course, for greatly increased comfort. The spring seat post also has been improved in design, thus making for easier riding.

Among the host of detail refinements that characterize the models is a brace that has been added to stiffen the handlebar, and neat heel holds.

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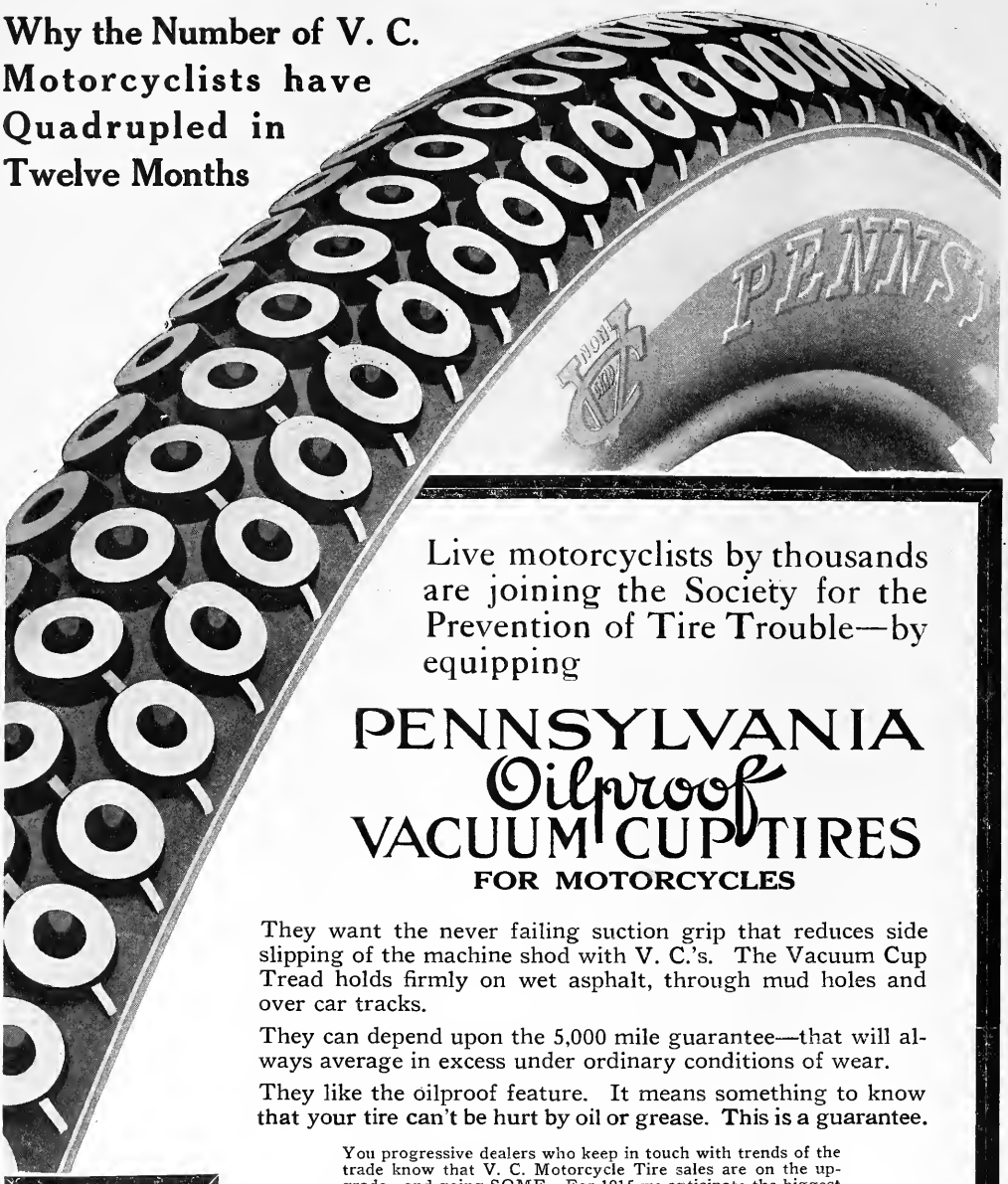
Why the Number of V. C. Motorcyclists have Quadrupled in Twelve Months



Live motorcyclists by thousands are joining the Society for the Prevention of Tire Trouble—by equipping

PENNSYLVANIA Oilproof VACUUM CUP TIRES
FOR MOTORCYCLES

They want the never failing suction grip that reduces side slipping of the machine shod with V. C.'s. The Vacuum Cup Tread holds firmly on wet asphalt, through mud holes and over car tracks.

They can depend upon the 5,000 mile guarantee—that will always average in excess under ordinary conditions of wear.

They like the oilproof feature. It means something to know that your tire can't be hurt by oil or grease. This is a guarantee.

You progressive dealers who keep in touch with trends of the trade know that V. C. Motorcycle Tire sales are on the upgrade—and going SOME. For 1915 we anticipate the biggest year yet. Send us your probable requirements and we'll help you buy to best advantage.

NON SKID V TRADE MARK REG U.S. PAT OFF.

Pennsylvania Rubber Co., Jeannette, Pa.

Atlanta	Dallas	Minneapolis	Pittsburgh
Boston	Detroit	New York	St. Paul
Chicago	Kansas City, Mo.	Omaha	San Francisco
Cleveland	Los Angeles	Philadelphia	Seattle

An Independent Company with an independent selling policy

PENNSYLVANIA

Red Oilproof Tread VACUUM CUP TIRES FOR BICYCLES

All 1915 V. C. Bicycle Tires will have a double layer of Sea Island Fabric—15½ oz. weight guaranteed.

To the tire user—this announcement carries still further the sense of V. C. safety, reliability and strength. It makes these tires practically puncture proof, and is in ***addition***—note—to those other V. C. guaranteed features so well known today.

To the dealer—this important advance means a stronger position than ever, and an increased flow of V. C. business.

THREE STAR BICYCLE TIRES

A new line of tires, of a quality proportionate to V. C. known quality—at more available prices.

The Three Star Line is advanced to meet the demand of the bicycle rider who wants V. C. service and safety at a lower cost.

Tripletread Sturdy Stud Success

—factory built tires of uttermost value, that will round out and balance the dealer's stock and give him a bigger, better field for tire business.

In addition to our regular V. C. proposition, we are now offering dealers a distinctively new and liberal sales plan for Three Star Tires. Either separately, or in conjunction with the V. C. representation, this Three Star idea is extremely desirable.

Progressive tire dealers will figure on these proposals for their next year's business. NOW is the time to write for full particulars. We will respond promptly.

Pennsylvania Rubber Co., Jeannette, Pa.

Atlanta	Dallas	Minneapolis	Pittsburgh
Boston	Detroit	New York	St. Paul
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An Independent Company with an independent selling policy

KEEP BUSY SELLING

JONES & NOYES
Commercial Bicycles

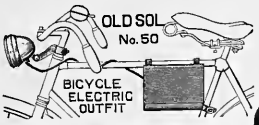
Prompt delivery means increased satisfaction to your customers, and creates more business. The Commercial Bicycle is the most economical of all methods, replacing a horse and wagon at a tremendous reduction in cost, and gives greater efficiency by covering larger territory in less time.

Tradesmen of all classes are beginning to realize the economy found in delivery with the Commercial Bicycle. The large basket placed below the center of gravity maintains the proper balance, the weight being on the front and rear wheels equally. The long wheel base promotes easy riding and absolutely eliminates interference of the basket with the rider.

The heavy woven wire basket, reinforced and surrounded by steel tubing, will carry more than 250 pounds, and accommodates bulky packages. A waterproof lining protects packages in stormy weather, and studded tires prevent skidding.

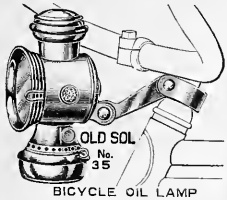
A year-round market that yields generous profits.
Every merchant a prospect. Write us for particulars.

JONES & NOYES, 153-157 Austin Street, Chicago, Ill.



Hit of the Show. With 2-cell battery case. Price, without batteries, $3.00. No. 6 type batteries used, obtainable anywhere.

Side Car Headlight. Prevents accidents. Price, $3.00. Bracket, 50c extra.



BICYCLE OIL LAMP
SHOWING "O" BRACKET

Complete with Handlebar and Forkside Bracket. Stays lit under any condition of wind, jar or speed. Price complete, $1.50.

OLD SOL No. 1T. TOOL-CASE

Bicycle Tool Case. Extra strong and durable. Weight 6 oz. Price, 50c complete with 3 straps.

Carriage Oil Lamp. Has red rear jewel and removable reflector. Price, complete with bracket, $2.25.

OLD SOL
LIGHTING·SYSTEMS

The Sensation of the Chicago Show

No exhibit at the Chicago Show attracted wider attention or excited more enthusiastic comment than that of the Hawthorne Mfg. Company.

Lighting specialists to the industry for years, this company stands today pre-eminent in its line.

"Old Sol" Lighting Systems for bicycles and motorcycles are considered the standard by which all other similar lighting systems are measured. The product is right, the prices are right, the organization is right.

We have an unusually interesting dealers' proposition. Write for it.

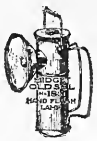
Fully illustrated catalog containing detailed information sent on request.

The Hawthorne Mfg. Company

Manufacturers of "Old Sol" Lighting System for Motorcycles, Bicycles, Carriages, Motor Boats, Automobiles, Light Cars, Cyclecars, Trucks

Bridgeport, Conn, U. S. A.

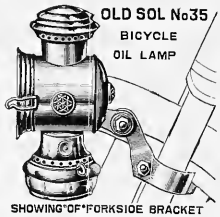
OLD SOL
LIGHTING·SYSTEMS



Midget Hand Flashlight. With bail and side handles. Very useful. Complete with electric bulb and battery, $1.50.

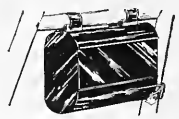
A Powerful Light. With one-cell battery case. Price, without battery, $3.00. No. 6 type battery used, obtainable everywhere.

Motorcycle Tail Light. Fastens to mudguard. Illuminates license tag. Complete with connections, $2.00.



SHOWING "OF" FORKSIDE BRACKET

A Fast Seller. Burns 14 hours on one filling of kerosene. Shows red rear light which conforms with laws of various states. Price, complete with handle bar and forkside bracket, $1.50.



OLD SOL No. 5T. TOOL-CASE

Bicycle Tool or Lunch Box. Very roomy. Price, complete with 3 straps, 60c.

No. 45 C. E. Carriage Electric Outfit. Price, $7.50. Includes two lamps, battery, wiring and bracket complete.

EXCELSIOR DE LUXE BICYCLES

The Quality Line

IN the EXCELSIOR Bicycles for 1915, we offer a line that is complete in every respect, with models to meet the varied tastes and requirements of the public. For the man who wants a bicycle as a means of personal transportation, a machine that is absolutely dependable, we offer the double bar models, and for still heavier work, the EXCELSIOR HEAVY SERVICE. While the latter machine is specially designed for commercial use, it is equally applicable to the personal uses of riders traveling to and from their daily work over rough roads or hard pavements.

For the large class of riders who want a bicycle in which is included such details of motorcycle construction as are really beneficial to a manually propelled machine, we offer the EXCELSIOR AUTO BIKE.

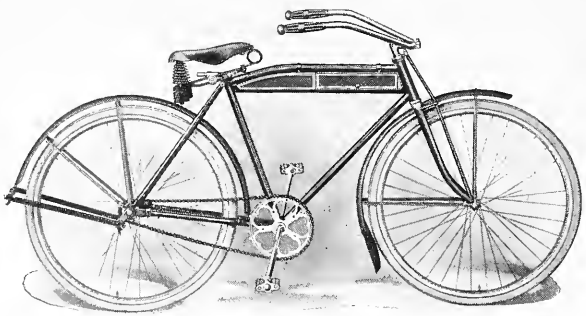
A new and most attractive model is our new curvilinear truss, a frame that combines excessive strength with attractive lines.

For the riders whose requirement is speed and light weight, we offer our Standard Single Bar machines. We also offer a choice line of medium and low price models in sufficient variation to meet any requirements in price or equipment.

We are the sole builders of the genuine EXCELSIOR BICYCLES and in these machines we have upheld in every way the high standard of material and workmanship that years ago made the name EXCELSIOR BICYCLE a mark of quality.

Our DE LUXE models are the same high quality and our general lines sold to the trade without name plates are readily recognized by experienced buyers as the best quality on the market. We invite the most critical inspection of the man who knows and is able to recognize the outward evidence of perfect workmanship, correct design and good material.

The De Luxe Auto Bike—Model A

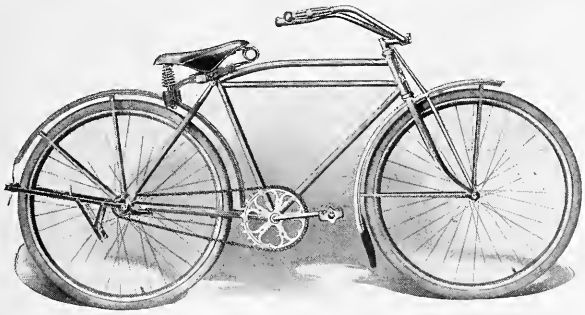


MODEL A

a rationally designed bicycle, not a freak, built only to look like a motorcycle. In this machine we have utilized in every way such details of motorcycle construction as are actually beneficial, with the result that this machine is beyond question the strongest and most durable bicycle ever built.

The tool box is not merely an ornament, but is a substantially made metal case with heavy hinged door and ample capacity for an extra inner tube and all the tools that will ever be required for ordinary repairs.

EXCELSIOR DE LUXE BICYCLES



DE LUXE AUTO BIKE—MODEL B

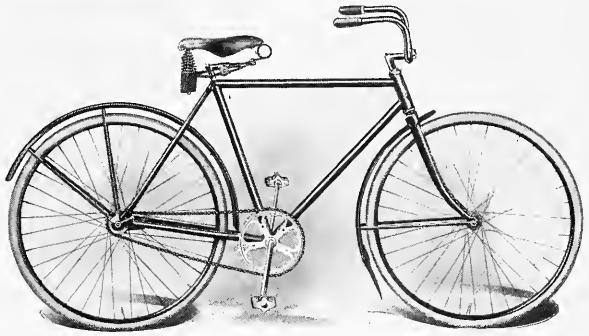
A Model *for* Every Man

De Luxe Auto Bike—Model B

This machine is identical with the preceding model except that it is without the tool box and differs somewhat in equipment. The quality in material and workmanship is the same.

Excelsior Heavy Service

This machine is primarily designed to meet the special requirements of commercial, delivery and similar heavy duty service. The front fork and head construction is extra heavy to meet the requirements of carrying a load suspended from the handlebars or over the front wheel. The rear forks are specially reinforced to stand the strains of a luggage carrier and heavy load. It is a business machine throughout and built to withstand the hard service and misuse to which a commercial machine is invariably subjected.



EXCELSIOR HEAVY SERVICE

CURVILINEAR TRUSS

De Luxe Curvilinear Truss

The last word in bicycle strength and beauty. The highest possible quality in bicycle construction comprising the best in material, workmanship and equipment.

Excelsior Double Bar

This model particularly meets the requirements of the hard rider on country roads or over granite and similar city pavements. It is at the same time comparatively light in weight and easy running.

Excelsior Standard Diamond Frame

A machine specially designed for high class trade and the requirement of the critical buyer who demands durability and service combined with the lightest weight commensurate with strength.

Excelsior Dealers' Models

These machines are specially designed for the dealer who desires a strictly high grade bicycle at a price lower than that of the Standard EXCELSIOR Models. We furnish these with or without the EXCELSIOR name plate.

IF THE ABOVE LIST DOES NOT MEET YOUR REQUIREMENTS, WRITE US. IF IT IS A BICYCLE WITHIN THE RANGE OF REASON, WE BUILD IT RIGHT, AT THE RIGHT PRICE

EXCELSIOR CYCLE COMPANY

166-168 N. SANGAMON STREET CHICAGO

AFTER THE WAR IS OVER
PREPARE FOR THE NEXT CAMPAIGN

THE SECRET OF SUCCESS IS

SERVICE

If the Service You Received Last Season Was Not Satisfactory

Fortify Your Business With

CHICYCO SERVICE

and Make Sure of Success Next Season

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GET WHAT YOU WANT WHEN YOU WANT IT

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Largest Exclusive Distributors in
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FOR BICYCLE AND MOTORCYCLE SUPPLIES

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After the Show—Better Business

THE Chicago Show is the biggest kind of boost for the motorcycle and bicycle. Everybody who was there felt the uplift, the certainty of a big future, and went home determined to get a generous slice of trade prosperity. Everybody who wasn't there will feel the pulling force of the enthusiasm of his competitor who was in attendance and will straightway get in line.

The New Departure Will Help—Can Help

FIRST, with coaster brakes for either motorcycles or bicycles that constitute sure, safe, and superior speed control devices—the ideal equipment of the ideal single track vehicle.

SECOND, with plans, plots and printed matter that cannot fail to bring new trade to the stores of New Departure dealers. Every dollar of the New Departure advertising appropriation for the next twelve months will be spent in boosting bicycle and motorcycle business.

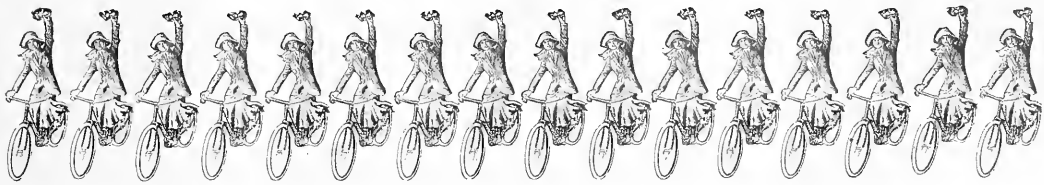
THIRD, with guarantees that mean business—not mere printing and paper. We absolutely stand back of every sale of a New Departure that you make with guarantees that your customers will appreciate.

New Literature just out. Write for it today. No dealer can afford to miss our 1915 proposition.

The New Departure Manufacturing Company

Coaster Brake Licensors

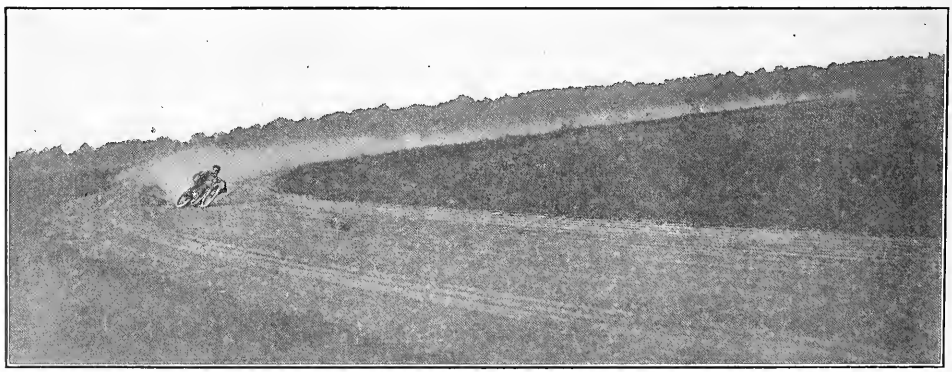
Bristol, Connecticut



Harley-Davidson Wins

Red Parkhurst won the F. A. M. One Championship at Birmingham, covering 64½ miles.

Parkhurst rode a Harley-Davidson 11K (without ports of course chine defeated the fastest machines in the country, eight



Parkhurst in action. Taken at Madison, Wis., Sept. 20. Parkhurst averaged 50⅖ sec. per mile for 22 consecutive laps at Birmingham, Oct. 5.

Harley-Davidson Motor Co.,

National Championship

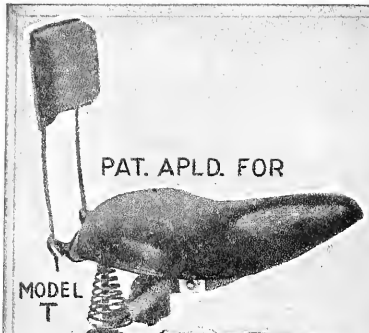
Hour National
Ala., October 5,

Stock Model
and his ma-
ported racing
valves included.

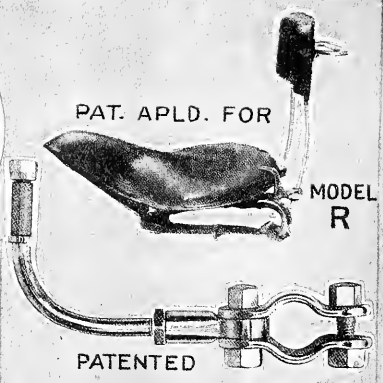
Leslie "Red" Parkhurst, Winner of National F. A. M. Hour Championship. Parkhurst is the most feared dirt track rider in America. His mount is a stock Harley-Davidson Model 11K.

Here's Another—At Boston Alvin Stratton broke the Boston track record October 12, by 2 seconds. His time for the mile was 49 4-5 seconds.

Milwaukee, Wis., U. S. A.



F-N
UP TO THE MINUTE



1915 Motorcycle Accessories

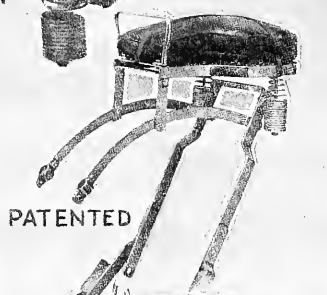
The kind the Riders demand.

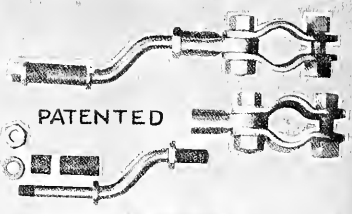
JOBBERS and DEALERS

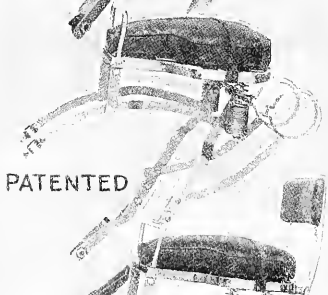
Write for 1915 catalog and discounts.

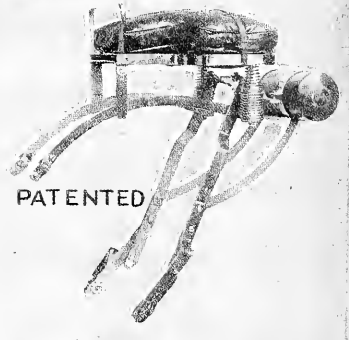
A better proposition than ever.

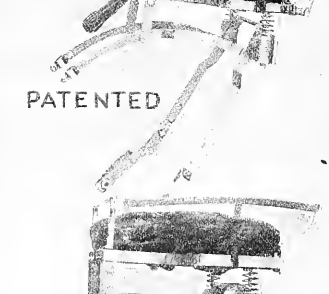
Fentress-Newton Mfg. Company
Detroit, Michigan

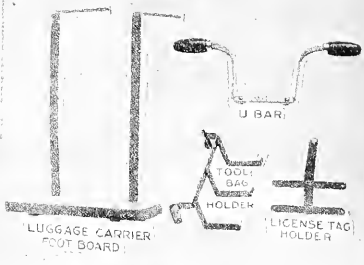


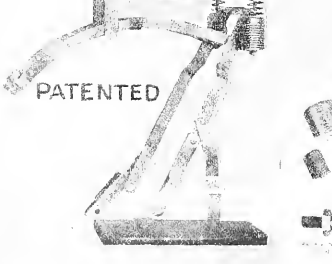












The 1915 Flanders
A True Motorcycle

The perfected 1915 Flanders models combine only such features as are required by **THE MAN WHO KNOWS** and **WANTS THE BEST.**

These features are incorporated in such a manner as to make the

Most Simple, Compact, Powerful, Reliable, Efficient and Just So Different

from other motorcycles as to put it into a class considerably in advance, for **CLEANLINESS:—DEPENDABILITY:**—and **SERVICE;** over the recognized standards of today and **AT A PRICE** that is bound to convince you that the **FLANDERS** is the motorcycle for the man who realizes the **VALUE OF HIS MONEY.**

The **COMPLETENESS of DETAIL** on the 1915 models are unsurpassed. YOU must see these for yourself at the shows.

Price, Quality, Simplicity, Compactness and Distinctiveness

make the new Flanders a motorcycle and an AGENCY for same worth having.

DEALERS will profit by getting in touch with us early. The **NEW POLICY** will appeal to you.

SOME OF THE NEW FEATURES FOR 1915 include:—

OUR OWN DESIGN TWO SPEED and **FREE ENGINE** which is installed in the rear hub.

NO GEARS TO STRIP:—NO JERK when changing speeds:—**NOTHING TO WEAR** and become noisy:—**POSITIVE.** Built for the same **SERVICE** the rest of the Flanders motorcycle gives. A child can change gear without fear of damage. **ONE LEVER** controls all. No makeshift. We have proven to our satisfaction that there are **NONE BETTER,** hence **WE LEAD** in this. You will be tickled when you see this splendid Two-Speed perform.

FOOT BAND BRAKE:—mounted just off left of foot board on the right side. Accessible. Different from other band brakes because of its size, style and application.

FOOT BOARDS:—As a regular part of the equipment. Adjustable to any position.

KICK STARTER:—Of our own design, making it possible to spin the motor sufficiently to start immediately under general favorable conditions. Engine can be started while both wheels remain on the ground. Absolutely no possible chance for damage to rider by back firing of engine as centrifugal force releases the engaging teeth.

All these important improvements are neatly enclosed in **OUR SUCCESSFUL CHAIN** and **DIRT PROOF HOUSING.** THIS feature alone being distinctive and EXCLUSIVE on FLANDERS motorcycles. Its value for the preservation of the drive chain, sprockets and riders clothes is inestimable.

DIRECT CHAIN DRIVE and **CUSHION SPROCKET:**—and **ENCLOSED VALVES** of course will be **STANDARD** and **EXCLUSIVE FEATURES** on all 1915 models.

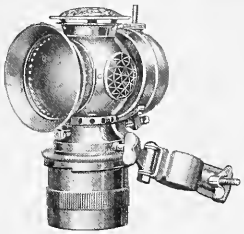
OUR CUSHION SPROCKET has made us a leader, and popular as manufacturers of a flexible and smooth direct chain drive and of course we will retain this feature for 1915.

In all, **THE MAN WHO KNOWS** will recognize in the new Flanders a motorcycle of the **HIGHEST CLASS** and **AT A RIGHT PRICE.**

Visit us at our booth, Nos. 46-47 in the Armory, Chicago, Oct. 12-17th. We will have something else of interest for you.

We are ready to book your 1915 requirements NOW, so don't allow some one to beat you to a truly remarkable and valuable motorcycle agency for 1915.

MOTOR PRODUCTS COMPANY, Detroit, Mich.

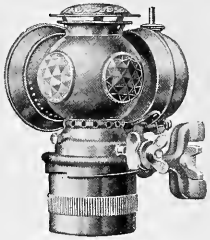


New Model S
Price $3 Each

1915--SEASON--1915

The World Famous SOLAR LAMPS

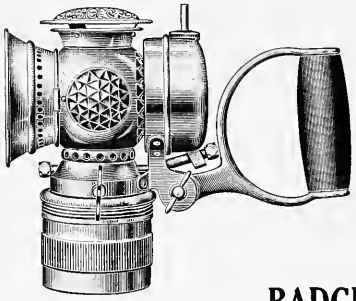
Show the Way to Increased Sales and More Profits



New Model 3-D-S
Price $3.25 Each

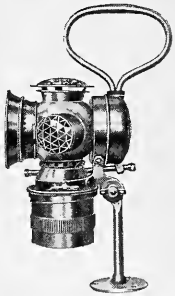
Packed in Cartons ready for shipment to Dealers via Parcel Post

Write for catalogue and new prices



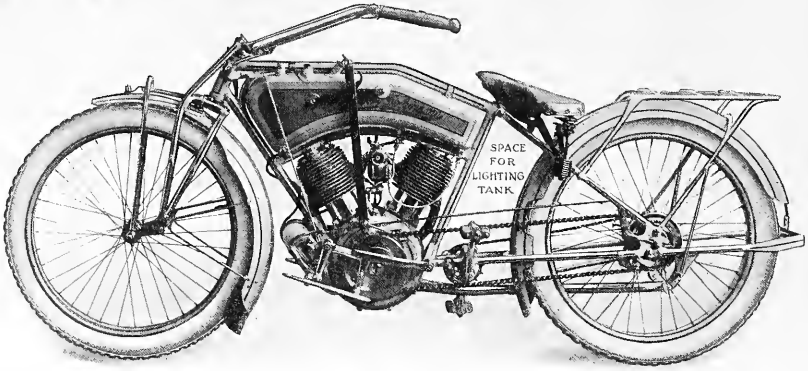
Model S, No. 5 Handle
Price $3 Each

THE
BADGER BRASS MFG. COMPANY
KENOSHA, WIS. AND NEW YORK CITY



New Model 68-S
Price $4 Each

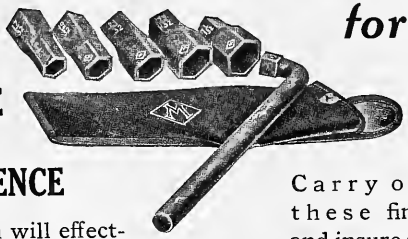
How About an Iver Johnson Agency?



Is your town without an Iver Johnson representative? Then it is *Your Opportunity*. Our agency offer includes—a complete line of up-to-the-minute motorcycles—a direct factory connection, not a sub-agency—a scientifically advertised line—exclusive sales rights, with co-operation and absolute protection by the factory. Do you need additional argument? Send for our 1915 book—84 pages. It tells the story from start to finish.

Iver Johnson's Arms & Cycle Works, 360 River St., Fitchburg, Mass.
NEW YORK OFFICE, 99 Chambers St. ST. PAUL OFFICE, 2080 Grand Ave. SAN FRANCISCO OFFICE, 717 Market St.

Motorcycle Necessities
for Wise Riders



THE ACME OF CONVENIENCE

A tool which will effectually reach the hard-to-get-at places.

With the Mossberg Socket Wrench Set

you get at every remote or "inaccessible" bolt or nut on your machine with a powerful wrench.

Five hardened steel sockets of different sizes, and a separate handle which engages the top of every socket, make up a most effective outfit for every wrench need on the road or at home.

Send for Our 156 Page Catalogue

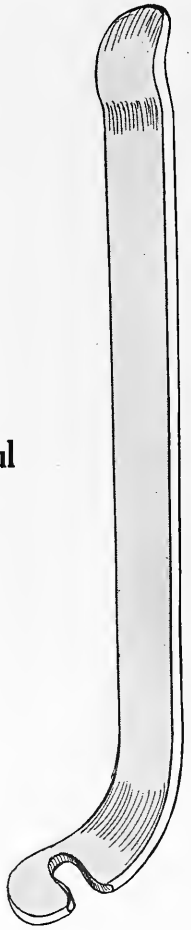
Carry one of these fine sets and insure perfect adjustment, and safety. In neat leather case, **$1.20**

Here's Another Useful Article

A simple, light and powerful tool for handling tires. Price, per set of three, 20c.

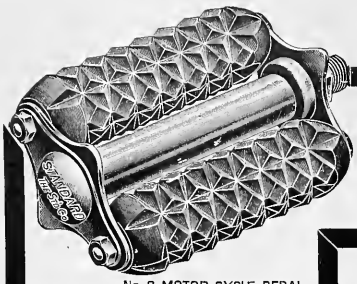
A set of these MOSSBERG tire tools belongs in every well-equipped tool bag. Once tried you will not care to be without them.

You get under the tire with the point of the tool, which is shaped just right for the work. Pry up the tire and hook the notch over a spoke.



If Your Dealer Cannot Supply You with MOSSBERG Wrenches and Specialties Order Direct

FRANK MOSSBERG COMPANY, Attleboro, Mass.



No. 3 MOTOR CYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products for the cycle trade include: Emergency axles, Sager Motorcycle Toe Clips, Diamond E Spokes, Bridgeport and Standard Pedals, Sager and Standard Toe Clips.

Standard No. 3 Motorcycle Pedals are made with big, soft, easy rubber cushions generously proportioned, that minimize the jars and bumps. The deep corrugations insure positive grip that makes the foot stay on. *You know what that means.*

THE STANDARD COMPANY
TORRINGTON, CONN.

Pope

THE BIG HIT AT THE SHOW

Were the new 1915 models of Pope Bicycles and Motorcycles

28 Refinements

Every requirement provided for in mechanism which has been tried and found correct.

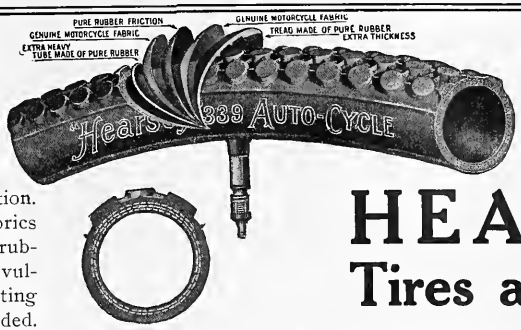
Luxurious equipment superb finish

50 distinct models of bicycles provide machines for every service.

The world known lines, Columbia, Rambler, Crescent, Cleveland and Tribune show more than ever their individuality.

Artistic new and durable types of tires. The extreme in comfort of saddles.

THE POPE MANUFACTURING CO., 4 Cycle St., Westfield, Mass., U.S.A.



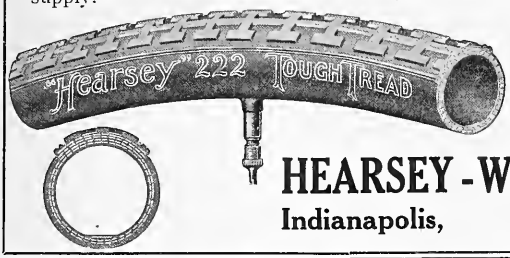
The Hearsey 339 is our 1915 leader. The height of bicycle tire perfection. Made of motorcycle fabrics and best quality gray rubber, insuring consistent vulcanizing. Has oil-resisting red center. Heavily studded.

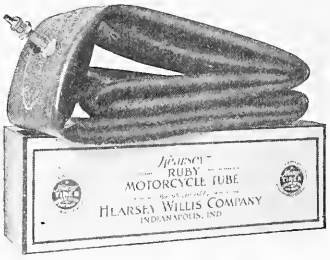
Hearsey Ruby Motorcycle Tubes are meeting with a big demand. They are **dependable.** Better lay in a supply.

HEARSEY
Tires and Tubes

Famous throughout the industry. We make every type of bicycle tire—but only one quality—the best. They are self sellers—stay sold—and produce repeat orders.

We sell to the trade only. Write us on your letterhead for 1915 dealers' list.





HEARSEY-WILLIS CO.
Indianapolis, Indiana

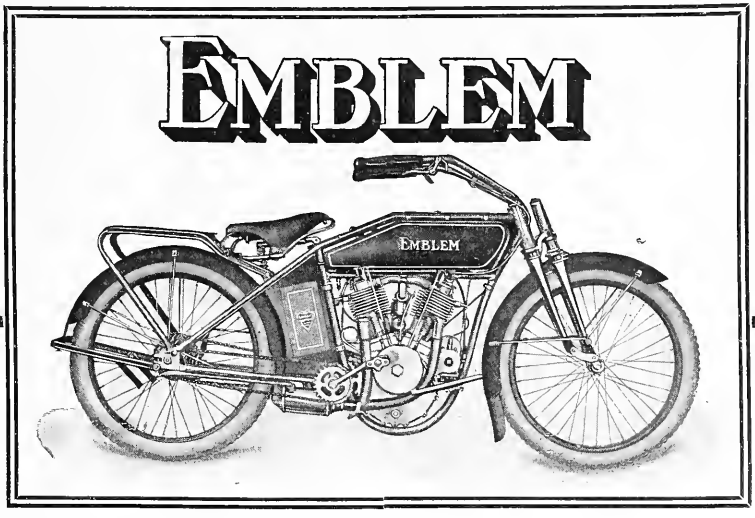
EMBLEM

Honestly now, wouldn't you rather be sure of riding the motorcycle De Luxe than be sort of halfway content with a machine cut off in lengths by "the largest producers of motorcycles in the world?" The EMBLEM rider is genuinely satisfied with his mount. How can he feel otherwise when this machine always must show form, and always forges to the front in any competition of power, speed or endurance.

Model 110, Big Twin, 10 H. P. - - - $275

Model 108, Regular Twin, 8 H. P. - 250

Model 105, Big Single, 5 H. P. - - - 200



EMBLEM MFG. CO.

Angola, Erie County, N. Y.

Distributors

For California, John T. Bill & Co., Los Angeles. For Oregon, Washington and Idaho, Ballou & Wright, Portland, Ore., and Seattle, Wash. For the South, Henry Keidel & Co., Baltimore, Md.

The HANDY ELECTRIC MOTORCYCLE HEADLIGHT

DEALERS:
SIMPLICITY—STRENGTH SATISFACTION

These three words are constantly written us by riders who have equipt with THE HANDY ELECTRIC HEADLIGHT.

ARE YOU AWARE of the selling value of these three words? Used by the Riders, they mean money to you.

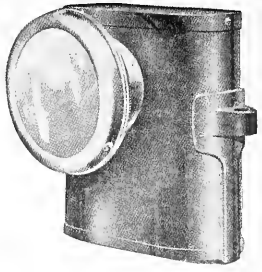
Write for particulars

Handle "THE HANDY"

The Head Lamp is supplied with current from two ordinary dry cells which can be obtained in any hardware store and yet burn from 36 to 40 hours intermittently without replacing the cells. This high efficiency is obtained through the use of a specially constructed tungsten bulb. The average cost is less than one cent an hour to operate. The Tail Light is fitted with ruby lens, throws a white light on the number plate, is switched on from the seat and is a real ornament on your cycle.

Head Light with Bulb, Bracket and Switch $8.75

Tail Light with Bulb, Bracket and Switch 5.50



LAMP DEPT.

M. S. KENDALL CO., Highland Park Detroit, Mich.

Sell the Genuine NEVERLEAK TIRE FLUID

SELL the one standard, time tested, absolutely reliable tire fluid, used by riders everywhere for healing punctures in bicycle tires. It's the one kind that gives positive satisfaction to all.

Heavily Advertised

Taking advantage of the big advertising campaign on Neverleak Tire Fluid. It is sending thousands of riders into stores and repair shops looking for the genuine Neverleak in the green, white and yellow tubes, that retail for 25c.

You make a splendid profit on Neverleak and get valuable premiums in addition. Write for further information at once.

BUFFALO SPECIALTY CO.

BUFFALO, N. Y. U. S. A. BRIDGEBURG, ONT. CANADA

FOR SALE

One Single-cylinder Jefferson Motorcycle, Absolutely New. List Price, $215

CAN BE HAD FOR

$125 Cash

F. O. B. New York

Address C. V. F., Care Bicycling World
NEW YORK

IF YOU ARE INTERESTED IN

MOTORCYCLES

THE BICYCLING WORLD AND MOTORCYCLE REVIEW WILL INTEREST YOU

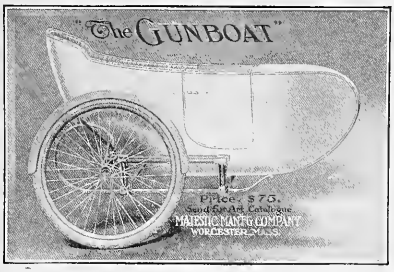
PUBLISHED EVERY TUESDAY AT

231-241 WEST 39th STREET, NEW YORK

$2.00 Per Year *Specimen Copies Gratis*

FIRST BATTLE WON

The Chicago Show, the Opening Skirmish of 1915 is Passed
MAJESTIC WINS



THE GUNBOAT and WINDSPLITTER, With a Numerous Flotilla of Smaller MAJESTIC SPECIALTIES Score Decisive Victory

ENTHUSIASM over the Majestic Side Cars at the show was unbounded. The many improvements of finish and additions of strength and comfort giving details was a source of endless comment throughout the week. Many dealers placed orders for demonstrating outfits for immediate delivery. Were you one of them?

MAJESTIC MANUFACTURING CO.
WORCESTER, MASS.

SEISS LAMPS AND HORNS

Mechanical Horns
Require No Batteries or Wiring Which is a Continuous Expense First Cost Covers All

ROOT-O-U-T Bicycle Horn clears the way with a turn of the crank. Finished in black Enamel with adjustable nickel plated Bracket for attaching to the Handle Bar. Retails at 25 cents.

CLEAR-O-U-T Mechanical Horn requires only a slight turn of the crank which gives a clear penetrating warning. Finished in black enamel with rigid adjustable nickeled Bracket. Retails at 75 cents.

LIGHT WEIGHT Oil Lamp. A popular Lamp at an Easy price. Positively will not jolt or jar out. Highly nickeled. Furnished with adjustable or solid Bracket. Over a half million in use.

BRECKENRIDGE Gas Lamp Model 12 is unexcelled in reliability and strength of construction. 125 C. P. gives a clear white light. Regulator under control of rider at all times. Finish Brigbt Nickel.

Manufactured by
The Seiss Mfg. Company
431 Dorr Street,
Toledo, Ohio

DEALERS: ASK YOUR JOBBER

IT'S TIRE INSURANCE

FOR ONE DOLLAR

Insure yourself against punctures, blowouts, rim cuts and premature wearing out of your tires by keeping the right amount of air in them constantly.

We have compiled a table showing what the tire manufacturers say is the right amount. Let us send you one.

Let us send you one

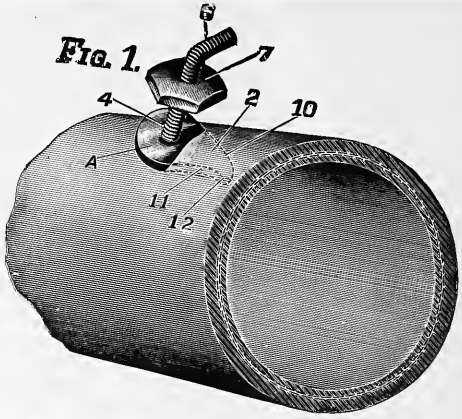
THE TWITCHELL GAUGE CO.
1209 Michigan Avenue Chicago

Two-Speed Gears for Indians and Excelsiors

INDIANS and Excelsiors, 1912 or 1913 models, can now be fitted with the patented Yale planetary two-speed gear without alterations or machine work. It brings them up to date and gives a wonderful increase in the all-round ability of the machine. Same transmission as used on the new Two-Speed Yale.

Have the Yale Dealer apply this transmission to your machine.

THE CONSOLIDATED MFG. CO.
1709 Fernwood Ave., Toledo, Ohio



The Harris Brass Plug

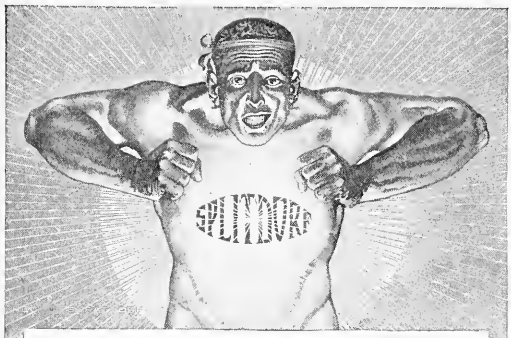
NEW, SIMPLE AND EFFECTIVE

Can be inserted with ease in the smallest puncture. Solid piece oval head, making leak through thread of shank impossible. Top washer can be tightened at any time and with any style of wrench or plier.

ELECTROTYPES FURNISHED FOR CATALOGS

Buy Through Your Jobber

D. P. Harris Hardware Co., 48 Warren St., New York



If you have not seen the SPLITDORF IGNITION and LIGHTING combined unit — studied its ease of installation and its remarkable merit of operation—write us TODAY for information.

SPLITDORF ELECTRICAL COMPANY

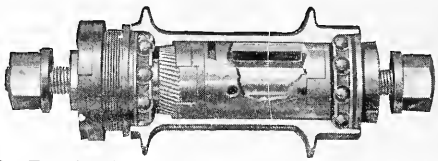
ATLANTA	10-12 E. Harris St.	LOS ANGELES	1215 S. Hope St.
BOSTON, St. Germain & Mass. Ave.		MINNEAPOLIS	34 S. 8th St.
CHICAGO	64-72 E. 14th St.	NEWARK	290 Halsey St.
CINCINNATI	811 Race St.	NEW YORK	18-20 W. 63d St.
DALLAS	402 S. Ervay St.	PHILADELPHIA,	210-212 N. 13th St.
DAYTON	427 E. 3d St.	SAN FRANCISCO	1028 Geary St.
DETROIT	972 Woodward Ave.	SEATTLE	1628 Broadway
KANSAS CITY	1927 Grand Ave.	TORONTO	469 Yonge St.
LONDON		BUENOS AIRES	

READING-STANDARD

Reading Standard Bicycles are guaranteed for three years, but their quality lasts longer. Investigate. A good proposition for live dealers.

READING CYCLE MFG. CO., Reading, Pa.

THE MUSSELMAN



COASTER BRAKE

"The little fellow with the Big Grip"

THE MIAMI CYCLE & MFG. CO., Middletown, Ohio
Licensed Coaster Brake Manufacturers
NEW ENGLAND DISTRIBUTING WAREHOUSE:
315 Dwight Street, Springfield, Mass.

GOOD NEWS TO ALL

THE BADGER BRASS MANUFACTURING CO.
now furnish the

Shipp Handle Bar Lamp Bracket
as an Option on Solar Gas Lamps.

SPECIFY THEM
and Increase Your Lamp Sales.

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DISTRIBUTORS
NEW YORK CITY

SPROCKETS

FOR

BICYCLES-MOTORCYCLES

THE PARISH & BINGHAM CO.
CLEVELAND, OHIO

PIERCE

A Quality Bicycle at a reasonable price

PIERCE CYCLE CO.
BUFFALO, N.Y.

PRICES REDUCED
ON
LIMITED MOTORCYCLES

Foot Starter
Two Speed
Foot Boards
10 H. P. Motor

Write for new prices, literature and dealer's proposition today.

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SCHRADER UNIVERSAL TIRE PRESSURE GAUGE

Let us send you our motorcycle booklet giving the views of tire manufacturers on the importance of keeping motorcycle tires inflated to a prescribed air pressure.

If you have been riding on haphazard pressure you have been spending a great deal more money for tires than you need have spent.

The use of a

SCHRADER UNIVERSAL
TIRE PRESSURE GAUGE

will save you this needless expense and may save you your life in the bargain.

Price One Dollar

For sale by Tire Manufacturers, Jobbers, Dealers, Garages, or

A. SCHRADER'S SON, Inc.
783-791 Atlantic Avenue, Brooklyn, N. Y.

Dealers' Directory

NEW YORK, N. Y.

AUDUBON MOTORCYCLE GARAGE,
4192 Broadway, near 178th St.
H. RAOUL.
Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
GAULOIS TIRES AGENCY.
Repairs Guaranteed. F. A. M. Shop.

DRISCOLL & JEANROY
DAYTON DISTRIBUTORS.
Full line of parts and accessories. Repairs guaranteed.
Open day and night for storage customers.
209 W. 126th St., near 7th Ave.

THE NEW YORK MOTORCYCLE CO.
1777 Broadway.
THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

HARLEY-DAVIDSON SALES CO. OF NEW YORK.
533 W. 110TH ST., NEAR BROADWAY.
DISTRIBUTERS FOR
HARLEY-DAVIDSON MOTORCYCLES.
COMPLETE STOCK OF MACHINES AND PARTS. ROGERS SIDE CARS.

NEW YORK—CONTINUED

PLAZA MOTORCYCLE EXCHANGE
We Buy, Sell and Repair Motorcycles and Bicycles, Tires, Parts and Supplies.
Delivery from stock on Indian and Excelsior, cash or easy payments.
Queensboro Plaza, Long Island City, N. Y.

GUS ROTHOLZ
MOTORCYCLES.
Agent for EXCELSIOR, LIMITED and HENDERSON.
1491 Fifth Ave., Bet. 119th and 120th Sts.
Telephone, Harlem 2337.

BEN RUDERMAN
Brooklyn and Long Island Distributor for
THOR MOTORCYCLE.
Full Line of Parts.
1031 Bedford Avenue, Brooklyn.

AMOS SHIRLEY
Distributor for POPE MOTORCYCLES.
Also Agent for Excelsior and Henderson. Indian parts in stock. Bicycles—Columbia and Hartford, and Fay Juvenile Motorcycles on easy payments. Repairs and Accessories.
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Agents Wanted for our Special Brand of BICYCLE AND MOTORCYCLE TIRES.
Write for Proposition.
Full line of Bicycle and Motorcycle Supplies.
85 Chambers St., New York City.
Telephone 3624 Worth.

YALE MOTORCYCLE
STANDARD PARTS — ACCESSORIES
SPECIAL YALE EQUIPMENT
Mail orders filled day received.
LOUIS GOLDSMITH,
92-98 St. Nicholas Ave., New York, N. Y.

BEACON-ON-HUDSON, N. Y.

GEORGE SORENSEN
(Formerly of Peekskill, N. Y.)
Motorcycles, Bicycles and Supplies
Telephone 164. 148 Main Street
An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

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STANDARD CYCLE CO.
Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
185 3rd St., Milwaukee, Wis.
Long Distance Telephone, Grand 62.

Abe Martin Says—

"Th' feller that don't advertise may know his business, but nobuddy else does."

MOTOCYCLE SUPPLIES
BICYCLE GOODS
Ask for new Motocycle Catalog No. 58 XX and Bargain Book of Bicycle and Motocycle Supplies No. 146.
Please write us on your letter head
"Indian" Agents
NEW YORK SPORTING GOODS CO.
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Star Ball Retainers
are universally used in
Automobiles
Bicycles
Coaster Brakes
Sewing Machines
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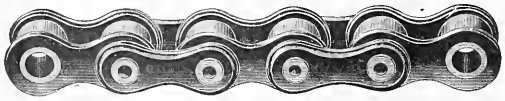
THE STAR BALL RETAINER CO.
Lancaster, Pa.

HIGH-GRADE
wheels must have the best equipments
There is nothing that gives more value for the money than the use of the
Morse Twin Roller Chain

NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING
The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.
SEND FOR CATALOG AND TRADE PRICE TO
MORSE CHAIN CO., ITHACA, N. Y.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"DUCKWORTH"
The Kind That Always Makes Good
DUCKWORTH CHAIN & MANUFACTURING COMPANY, Springfield, Mass.

For Sale—Wants—Exchange

A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order.

POPE Motorcycles and Simplex Sidecars agents. RIVERSIDE MOTORCYCLE GARAGE, 533 W. 110th St., near Broadway, New York City.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

FOR SALE—One 1914 7 H.P., two-speed, electric equipped Indian, with Indian sidecar; motorcycle run 1,200 miles, car run 200 miles; sells for $385. Sale price, $260. KARL OAKS, Oshkosh, Wis.

FOR SALE—Well established bicycle and motorcycle business in central Nebraska; have agency for best motorcycle made and have only repair shop in town of 5,000; will invoice about $1,800. Am going on race track and can not attend to business. Address, Box J 112, care Bicycling World.

BROOKLYN and LONG ISLAND HEADQUARTERS 1914 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Cash and easy terms. Write for catalog and terms. "BOB" BRAZENOR, 1507 Bushwick Ave., Brooklyn, N. Y.

WANTED—Jobs in G & J bicycle tires. Address, Box J 222, care Bicycling World.

OUR specialty is parts: for Thor, Merkel, Indian, M-M, F-N, Curtiss, Marvel, R-S and Royal Pioneer motorcycles, all coaster brakes and Eclipse clutches. Ours is the best motorcycle garage and repair shop. We oxi-weld crankcases, cylinders, etc. 40 used machines on hand, $25 up. NEW YORK MOTORCYCLE CO., INC., 1777 Broadway, New York, N. Y., 4th floor.

TAKEN in trade for new Indians and now on sale:

One 1913 Twin Excelsior	$150
One 1913 Twin Excelsior	125
One 1913 Single Excelsior	100
Two 8 H.P. Harley-Davidson	125
One 4 H.P. Harley-Davidson	85
One 4 H.P. Harley-Davidson	95
One 5 H.P. Pierce	75
One Single Pope	60

All in good running order. Will be crated and shipped on receipt of deposit, balance C. O. D. Any make taken in trade for new Indians. B. A. SWENSON, Swenson Bldg., 522 Broad St., Providence, R. I.

Dealers and jobbers in all parts of the country are selling "Care and Repair of Motorcycles" to both new riders and veterans as the best aid in correcting and avoiding motorcycle trouble.

Sent Postpaid on Receipt of 25 Cents

Special Rates to Jobbers and Dealers on Quantity Orders.

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239 W. 39th St. NEW YORK

MILLER TRIPLEX SIDE SEAT

Send for Booklet and Agency Proposition

Haverford Cycle Co.

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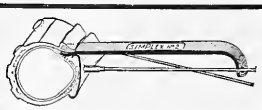
Supplee-Biddle Hardware Co.

Philadelphia

BICYCLES AND SUNDRIES

Prompt and complete shipments



Be Prepared

You never can tell when you will have tire trouble, but a set of

Simplex Tire Tools

will always relieve the situation. Be sure to have them in your tool kit. Drop forged steel, Sherardized.

Price, Per Set of Three, 50c.

Manufactured by

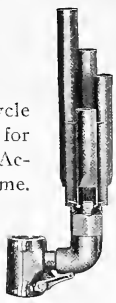
STEVENS & COMPANY

High Grade Motorcycle Accessories

375 Broadway New York City

The AERMORE Exhaust Horn

Is used by the entire Detroit Motorcycle Squad. The best is none too good for you. Up-to-date in every respect. Accept no substitutes. Look for the name. Insist upon the AERMORE.



May we send you our booklet? Liberal discounts to dealers.

THE FULTON COMPANY

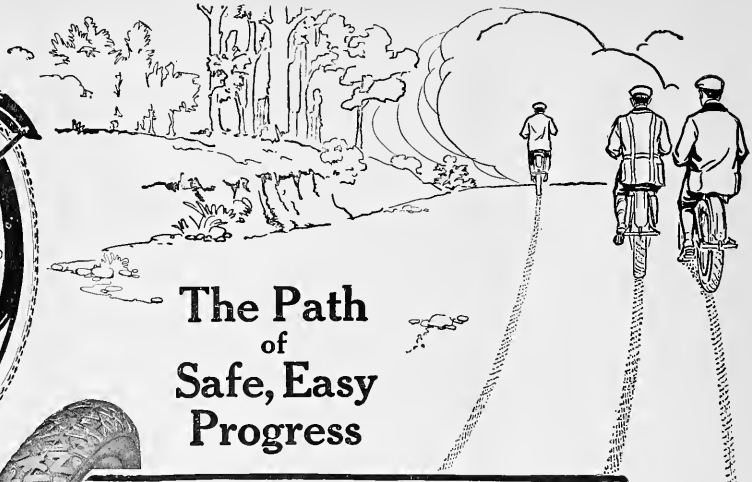
722 National Ave. Milwaukee, Wis.

Steel Motorcycle Garage

A LIVE WIRE

Next to the motorcycle, it is the most necessary article in the motorcycle field. Jobbers, Dealers, and Riders write for further information.

Kelm & Burbach, Department C 387 Third St. Milwaukee, Wis.



The Path of Safe, Easy Progress

FIRESTONE Non-Skids combine the utmost grip-security with extreme comfort in riding—built as if for automobile use, the invincible Firestone way.

Firestone Non-Skids Are Ample Slip-Prevention

The thick, tough, gripping letters of the built-up tread are as effective in preventing skid as in resisting wear.

In no other tire do you find such toughness—for mileage—coupled with such safety, comfort and protection. And all Firestones have **more rubber than any other Motorcycle Tire made.**

In all standard sizes. Non-Skid and Corrugated Tread. Insist on having them NOW!

Firestone Tire & Rubber Co., Akron, Ohio

"America's Largest Exclusive Tire and Rim Makers"

Pneumatic Tires, Truck Tires, Motorcycle Tires, Pleasure Electric Tires, Carriage Tires, Fire Apparatus Tires, Rims, Tire Accessories, Etc.

Firestone

Motorcycle Tires

The "Much-Talked-About" Subject of Motorcycle Equipment

Here is one important angle of it which interests rider, dealer, and maker!

To the Rider

You are only getting half the use of a motorcycle if you don't get reliable lighting. Prest-O-Lite has proved itself the only reliable, economical, efficient light for motorcycles. We are ready to prove it to you in comparison with any other system.

To the Dealer

For the past year we've told the difference between selling a motorcycle plus Prest-O-Lite equipment and satisfied customers or the "cut-profit," "made-to-sell" equipment that takes away trade as well as profit. Now is the time of all times to insist upon making up your own equipment offers and—be sure to include Prest-O-Lite and satisfaction.

To the Maker

Unreliable equipment is never going to help you in selling a reliable machine. Every experienced buyer realizes the fact that Prest-O-Lite is as reliable as the motorcycle itself. And new buyers have a way of asking the experienced riders.

Insist upon Prest-O-Lite on YOUR motorcycle—it is a guarantee of reliability, economy and efficiency in motorcycle lighting.

The Prest-O-Lite Co., Inc.

245 Speedway **Indianapolis, Ind.**

Exchange Agencies Everywhere

The Prestige of United States Bicycle Tires is Based Upon the Records of Two Brands Long Famous

United States Bicycle Tires are today considered to be the standard bicycle tires of the world. When the safety bicycle was first invented, two makes of tires quickly assumed supremacy over all other brands. They earned their popularity by the service they gave. These brands were the renowned Hartford and Morgan & Wright Tires.

UNITED STATES BICYCLE TIRES

United States Bicycle Tires are Hartford and Morgan & Wright Tires, greatly improved. Modern machinery and modern methods have made it possible to make better tires than were thought possible during the early life of the bicycle. When you buy tires or a new bicycle be sure to get United States Tires. The service they give you will prove that no other tires can deliver as much mileage and show equal ability to resist punctures. Any reliable dealer can supply you with United States Tires and remember, you can rely on anything you buy from dealers who sell United States Tires.

United States Tire Company **New York City**

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, October 27, 1914 | Ten cents a copy Two dollars a year

Quick Action Produces Results

We Are Ready to Deliver November 1st, 1914

1915 *Indian* Motocycles

Big Twin—Little Twin
Speedway and Service Model
Single, Two and Three Speeds

Indian Magneto Generator
Ignition and Lighting Equipment Ready for Delivery
January 1st, 1915

Don't be a Trailer, be an ***Indian*** Dealer. Your money making opportunities are greater.

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS:

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

To the Trade

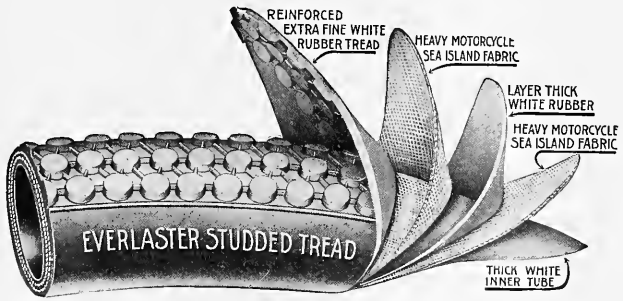
THE NEW DEPARTURE MANUFACTURING COMPANY has won its suit against the Davis Sewing Machine Company, of Dayton, Ohio, for infringement of New Departure patents on coaster brakes.

The decision was handed down at Cincinnati, Friday, October 16, by the Circuit Court of Appeals and allowed every claim made by the New Departure Manufacturing Company. The Court Affirmed the decision of the lower court which decreed that a perpetual injunction be issued against the Davis Sewing Machine Company, restraining that company from further manufacture of the infringing coaster brake. It also ordered that the Davis Sewing Machine Company pay damages to the New Departure Manufacturing Company, and all costs of the suit.

The New Departure Manufacturing Company

BRISTOL, CONNECTICUT

COASTER BRAKE LICENSORS



The Old Reliable

The original heavy fabric tire.

Two years old and just as good now as when first introduced.

Our 1915 line of other grades of Bicycle Tires and Bicycle Inner Tubes is worth your consideration.

Kokomo Rubber Company
Kokomo, Indiana

The Smith Motor Wheel

The One Big Sensation at the Chicago Show, Made an Instantaneous Hit With the Public and Every Dealer Wants an Agency

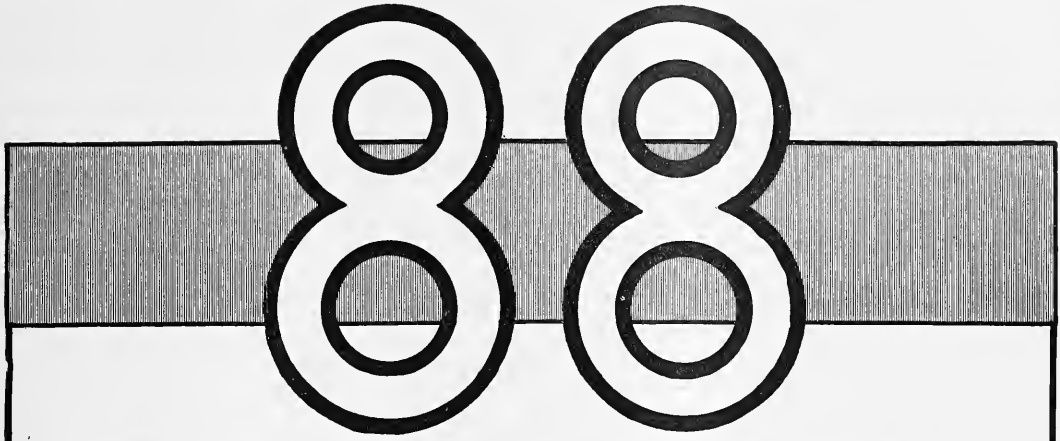
The Motor Wheel Girl

THE Motor Wheel Demonstrations answered satisfactorily every criticism. "*Get in Line.*"

The quick response of the dealers favors the immense possibilities of "The Bicycle Booster." No work, grease or vibration—simple to operate—built by the largest automobile parts manufacturers in the U. S. A.

A. O. SMITH COMPANY, MILWAUKEE

Sales Manufacturers and Distributors, The Smith Motor Wheel



The Lucky Number that Won for 4772 Bicycle Tire Dealers

There are just 88 ways in which every bicycle tire dealer can increase his business in every department. They are fully explained in the great merchandising book, "New Ways to New Business," published by The Goodyear Tire & Rubber Company.

This book deals with every phase of business of every bicycle tire dealer. It has been built on the actual experience of hundreds of dealers everywhere. It cost us thousands of dollars to produce this book and the great Selling Helps that it brings. Yet it goes absolutely free to all dealers interested in Goodyear-Akron Bicycle Tires.

How It Won

4772 dealers have already received this book. It is helping them every day in every department. It brings to them 88 big merchandising helps that range from ready-to-use advertisements to store signs and free tire racks.

The book has shown these dealers how to make more money by selling more tires. How to compete with cheap "price" tires, and yet offer a tire of genuine Goodyear quality through and through. How to reach out through the mails for business that would otherwise go elsewhere. How to make store windows pay. How to get the boys and girls interested in the store as headquarters for bicycle supplies.

Win This Way

Learn more about this great bicycle tire opportunity. Write today asking for the big merchandising book on Goodyear-Akron Bicycle Tires. At the same time learn what it means in better business to carry the master tires that have so completely won their way in one short season.

Costs nothing to get the book. Simply write today asking for it. Say what line of business you are in. Act quickly, as first edition of book in almost gone. Use the coupon.

THE GOODYEAR TIRE & RUBBER COMPANY, Dept. 228, AKRON, OHIO

Makers of Goodyear No-Rim-Cut Automobile Tires

GOODYEAR AKRON Bicycle Tires

The Goodyear Tire & Rubber Company, Akron, Ohio

Without charge or obligation send me, "New Ways to New Business." Also send dealer's proposition on Goodyear-Akron Bicycle Tires.

Name .....

Line of Business .....

Address .....

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(1931)

Harley-Davidso

The Harley-Davidson automati
day and night for seven weeks. T
treating department, the mil
steel division of the main factor

Another substantial addition to
ing completion and will be read

The Harley-Davidsons exhibited at the Chicago Show were the first of the actual 1915 Harley-Davidson regular production. They were not hand made dummies thrown together for show purposes. To any dealer considering the Harley-

The Harley-Davidso
equipped and best or

Harley-Davidson Motor Co.

Producers of High Grade Motc

n Factory Facts

plant has been running full blast
ne grinding department, the heat
ng department, and the pressed
es are now running night and day.

our main plant is rapidly near-
for occupancy within thirty days.

Davidson line who has doubts as to the ability of the Harley-Davidson organization to make satisfactory deliveries all through the coming year, we suggest a trip through the Harley-Davidson factories. It will be an education in itself.

factories are the best
anized in the industry

Milwaukee, Wis., U. S. A.

cycles for Nearly Fourteen Years

Past Performance and Present Service Endorse the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

From year to year the Corbin-Brown has gone steadily on — winning the confidence of all who know it.

Not one claim has ever been made for the Corbin-Brown that has not been fulfilled by actual service.

The Corbin-Brown has recorded accurately at all temperatures.

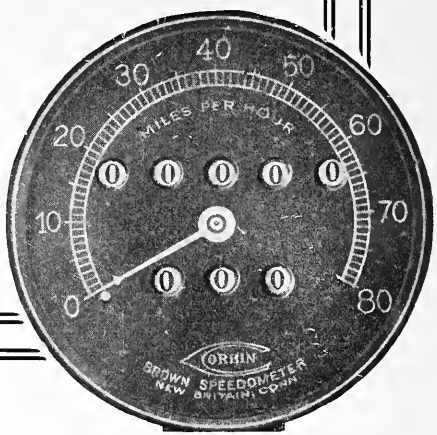
The Corbin-Brown has proved durable under the most rigorous conditions.

The immunity of the Corbin-Brown to heat, cold, altitude and electrical influences has been proved in every climate.

The ability of the Corbin-Brown to withstand the strain of constant service has been demonstrated on roads in all parts of the country.

Past performance and present service testify to the superiority of the Corbin centrifugal principle, Corbin construction and Corbin material.

Investigate this speedometer now. Get one for your present motorcycle. Specify it for your new. Write today for catalog.



THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Brakes and Automatic Screw Machine Parts

The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX New York, October 27, 1914 No. 6

The Week's News : : at a Glance : :

Everything Ready for Pageant

Bosch Adds Service Stations

Stratton Breaks Track Record

Warner Makes New Figures in Kansas

Lon Taylor Wins a Wife

All Ready for Boston Grind

Parkhurst Wins F. A. M. Title

News of Bicyclists

SPECIAL FEATURES

Adventures of John Prospect

What Dealers Throughout the Country Are Doing

Australia May Want American Accessories

How to Feature the New Models

Robinson Entertains Committee

Motorcycle Division Heads of Tercentenary Commission Banqueted by Chairman After Which Plans Are Completed for Pageant

The Motorcycle Committee of the New York Commercial Tercentenary Commission was entertained at dinner at the New York Athletic Club on Thursday evening, October 22nd, Powhatan Robinson, chairman of the committee, being the host on that occasion. The details of the dinner were characteristic of Robinson's graceful manner of doing things and its success presaged the success of the pageant next week. Covers were laid for 28 guests and the decorations of the table consisted of miniature silk flags of the commission and American flag stick pins, the room being very tastefully decorated with the official bunting.

After the dinner the host called the guests to order and introduced Wm. H. Page, president of the New York Athletic Club, in the following words:

"Gentlemen of the Motorcycle Division of the Automobile Auxiliary Committee of the Tercentenary Commission, and guests, I welcome you all.

"The first speaker of the evening is a citizen the community has reason to be proud of. A man who will go out of his way to foster any plan that is for the good of all the people.

"I might add, incidentally, that he is and has been president of this great organization, the New York Athletic Club, for two years, and I share with his many other friends the hope that our club may have the benefit of his guiding hand for many years to come. I have the pleasure, gentlemen, of introducing William H. Page."

Mr. Page revealed a surprising knowledge of motorcycling and spoke of the motorcycle as a highly beneficent mechanism and the horse that could curry himself. He hailed the motorcycle as the vehicle of the future and spoke at length on the athletic requirements of this machine.

The next speaker was Elmer Thompson, who had something to say about the "gastronomical interpretation of history." The diners were not sure what this meant, but became more interested when Thompson told of his pleasure in being for the first time able to keep the company of motorcyclists. He stated that he had paid fines to country constables many times in an effort to keep the company of motorcyclists, but no matter what machine he was on he was hopelessly distanced.

Mr. Robinson then introduced Matthew P. Halpin by stating, "There is one man in this room we would all like to hear from, but from my long acquaintance with him at athletic meets, followed by banquets, I have been often requested

to tip off the toastmaster not to call on him. I would like to read, however, his acceptance of my modest invitation.

" 'Mr. Matthew P. Halpin accepts with pleasure your kind invitation to the dinner to the members of the Motorcycle Division of the Tercentenary Committee on Thursday, October 22nd, at 7 P. M.,' to which he added, 'Robby, you are getting "damn" formal, I think.'

"Let me add that my friend 'Matt' was manager of the American Olympic team for four meets, and every time 'brought back the bacon.' Won't Mr. Halpin either speak or bow?"

After Halpin's remarks the committee went into executive session with J. A. Hall in the chair. Great progress was reported and many handsome prizes are to be offered. Aside from the Hendee trophies, which are, of course, the rewards of highest value, there are other cups of bronze and silver, Waltham and Elgin watches, both of the bracelet type and of the split second racing style, and in addition to these, clocks and vases, ink stands, cut glass and sterling silver, medals and medallions. The prizes will be awarded in accordance with the schedule previously sent out. It was thought for a while that it would be advisable to repeat the parade in Brooklyn on Monday, November 2nd, but the project failed of sufficient support to justify its being put through.

In addition to the judges, which are those of the Automobile Division, it was decided to appoint F. V. Clark of Bicycling World and Motorcycle Review and Leo Sauer of Motorcycle Illustrated as associated judges, to act in especial reference to the motorcycle entries.

At Hall's suggestion it was practically decided to arrange for a dance at some future date, at which time the prizes could be formally presented.

Another interesting and important act of the assembly was to appoint a committee of five to form a dealers' and riders' association of Greater New York. This committee consisted of Messrs. Robinson, Weaver, Rothholz, Dietrick and Ellis. As a culmination of the evening's work Mr. Merle Downs, secretary of the Automobile Auxiliary Commission, was presented by Mr. Powhatan Robinson with an appropriate testimonial of his esteem.

The members of the Rockford Motorcycle Club entertained about 50 riders from the Milwaukee Motorcycle Club and the Harley-Davidson Factory Club last Sunday and every one was well pleased with the reception and voted to pay a return engagement.

Lon Taylor with his bride and "family"

Lon Taylor Speeds To Altar

A young fellow named Taylor, who is commonly known as "Lon," and who rides a Flying Merkel in racemeets, recently put Miss Dora Ludwig, of Dennison, O., into a sidecar and carried her off to Covington, Ky., in record time. It is said that she did not make any great resistance; anyway, they found a minister there who married them. All this was unknown to their friends, who were surprised by the announcement later.

Miss Dora Ludwig is the daughter of Mr. and Mrs. Isaac Ludwig, of Dennison, O. She met Taylor several years ago when he was employed by the Big Four Railroad Co., before he entered the racing game. Recently he returned to Dennison with her brother and the acquaintance was renewed.

Taylor stated that he would not give up the racing game and that he would finish out his season's schedule.

Memorial For James Sullivan

There recently died James Sullivan, who was long the secretary-treasurer of the A. A. U. It is desired to raise by popular subscription a sum of money for a memorial, contributions to be of $1 each. C. B. Gibson, secretary-treasurer of the F. A. M., personally knew Mr. Sullivan, and is urging the support of the fund by F. A. M. members. Contributions can be sent to Alex. Taylor & Co., 26 East 42nd street, New York city.

Get a Goodrich "Safety First" Sign

The touring bureau of the Goodrich Tire Co. will be glad to send to any F. A. M. member one of their new "Safety First" small nickel signs, which can be attached to a motorcycle.

The Utica Motorcycle Club has reaffiliated with the F. A. M. There are at present 17 new members. The secretary is Frank J. Wilson, 121 Columbia street, Utica, N. Y.

BOSCH ADDS TO LIST OF SERVICE STATIONS

Service Station Idea is Spreading With Manufacturers of Autos and Allied Lines, and Increases Ranks of Users—Bosch Announces 18 New Stations

The service station idea, now carried out in varying degree by most manufacturers in the automobile and allied lines, is responsible for the very general satisfaction of those who use standard products.

Where service is a reality and not a mere catchword there can not be too much of a good thing, so the service stations continue to increase.

The Bosch Magneto Co. has recently added to its already long list the following supply stations, where motorcyclists whose mounts are "Bosch equipt" will be able to obtain instant and reliable service:

Olympia Auto Supply Co., 221- 4th street, Olympia, Wash.; James Auto Co., 2612 Washington avenue, Ogden, Utah; G. O. Reynolds, Inc. 316-318 Main street, New Rochelle, N. Y.; Eleventh Avenue Garage, Altoona, Pa.; North West Garage, Cherokee, Ia.; Plank & Morgan, 830 Main street, Worcester Mass.; T. A. Bryson, 5-9 Perry street., E., Savannah, Ga.; Clyde Garage, Charleston, S. C.; Motor Car Supply House, Decatur, Ill.; Max Gottherg Auto Co., Columbus, Neb.; I. P. Todd, corner Franklin and Pickaway streets, Circleville, O.; Marksheffel Motor Co., Colorado Springs, Col.; Graham-Seltzer Co., 120-122 Main street, Peoria, Ill.; Union Garage, Lansing, Mich.; Crater Lake Motor Car Co., 16 South Fir street, Medford, Ore.; Pendleton Auto Co., 812 Johnson street, Pendleton, Ore.; Milton Garage, Milton, Ore.; Triple Star Garage, Kahoka, Mo.

New Club Comes Into F. A. M. Fold

During the past week another club became affiliated to the national organization. It is the Olean Club, secretary, C. L. Rottsted, 520 West State street, Olean, N. Y. Its members number 18 and it is No. 494 in the list of clubs which belong to the F. A. M.

George F. Ells, first year agent for Harley-Davidson in Elmira, N. Y., has sold 15 twins and a truck to a local market. These people were so pleased with their machine that they placed an order for a 1915 model before the show opened. Ells is confident of doing a good business during 1915.

KANSAS DEALER TAKES OUT THIEF INSURANCE

Harley Stephens Eliminates Risk of Loss to Himself or Customers by Insuring Against Theft—Small Additional Expense Works to Double Advantage

Harley Stephens, Indian dealer at Wichita, Kan., thinks that he has solved the partial payment difficulty in selling motorcycles.

About the first of the year he went to the Kansas Casualty Co. in Wichita to see what arrangement they could make as to insuring motorcycles. They made him the following proposition: They would insure a minimum of 40 machines for $40 for the year, or any individual machine for $2 a hundred. All they asked of Stephens was the name and address of the buyer and the engine number. This insurance was to cover for theft only, but if the buyer of a machine should leave the country before payments were completed, this would be interpreted by the company as a case of theft. If the machine was not returned in two weeks from the date of notification, the company would reimburse Stephens $100; if the machine is subsequently recovered the company puts it in as good condition as it was before it was stolen, provided that the rider himself does not steal it.

Stephens now sells machines for one-half of the purchase money down, and the rest at $5 a week, or $20 a month, and an extra charge of $10 on each machine. This extra $10 covers interest, cost of carrying insurance and carrying the note.

It is obvious that such an arrangement is to the advantage of the dealer, because he is doubly protected—against the buyer and a possible thief—while the buyer himself has his machine insured against theft for the period of payment.

Diamond Tires Have Good Year

"This has been a great year for Diamond tires," said H. M. Bacon, Diamond sales manager, "and next year is going to be even a better one.

"After checking up results the Diamond managers who came to Akron to confer, agreed that Diamond sales have been just about doubled.

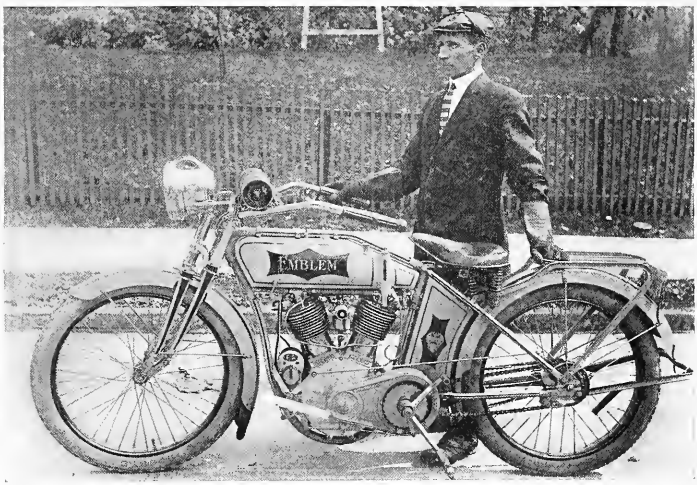
"Reports from all lines of trade show that Diamond tires have been given a remarkable reception this year, and hundreds of thousands of users all over the country testify to the popularity of Diamonds and to the service Diamond tires are giving our customers.

"Our meeting this year developed no pessimists. Conditions at Akron and in the field appear to be practically normal in spite of the unsettled conditions abroad.

"The rubber industry seems to be going ahead without any faltering steps regardless of various rumors which have been heard from time to time."

Everwine Handles Emblem Line

The Emblem Mfg. Co. have already begun to ship their 1915 models and one of the first dealers to obtain one of these new machines was Mr. T. J. Everwine, of 7000 Frankston avenue, E. E., Pittsburgh, Pa., who is the Emblem agent in that city. We are able to show a picture of Mr. Everwine with his new machine, this being one of the first photographs showing a fully-equipped 1915 Emblem.



T. J. Everwine, Pittsburgh, Pa., Emblem dealer, and his 1915 demonstrator

Fafnir Line to Be Sold Direct

The Fafnir Bearing Co., of New Britain, Conn., announces that its present selling arrangements with the Rhineland Machine Works Co., of New York, have been terminated and that hereafter Fafnir ball bearings will be marketed direct from the factory at New Britain.

D. D. Davis, formerly of the Rhineland Machine Works Co., will be in charge of the new sales organization.

The proposed change does not effect the friendly relations of the two companies. The New York office will continue as usual for the sale of Rhineland and R. B. F. bearings and inquiries regarding Fafnir bearings will be referred to New Britain as heretofore, but it is believed that the best interests of their customers will be served by directing all correspondence relative to Fafnir ball bearings direct to the main office at New Britain, Conn.

Farmers Are Good Prospects

The farmers, especially the young men, in Eastern Washington are going to be the best prospects for the motorcycle dealer this fall. This portion of the state at the present time is very prosperous owing to the large yield of wheat, over 700,000 bushels, and the high price. At Davenport, Wash., farmers were selling for $1 per bushel, while in previous years 85 cents a bushel was conceded a prosperous price.

This nets big profits and in consequence the farmers in Eastern Washington and the Inland Empire are rapidly assuming the position of millionaires.

Standard Not Guilty of Monopoly

The Standard Oil Co. has not violated the "Seven Sisters" act passed in the state of New Jersey while President Wilson was governor and tending to check monopoly. The Crew-Levick Co., Jersey City, an independent, charged that the Standard was charging a low rate where there was competition and a high rate where there was none. The court, in arriving at its decision, took into consideration the competition of the Gulf Refining Co., which has been engaged in a not entirely one-sided price war with the Standard company and has taken some of the latter's customers.

WARNER ESTABLISHES NEW KANSAS RECORD

Winning Gold Medal for Largest Point Score, "Speck" Warner Makes One-Half Mile Track Record, Time Being 1:06⅗—Weishaar Strong Second

At the state championship races at Ellsworth, Kan., "Speck" Warner rode his Indian to a series of victories on the 12th inst. Weishaar, of Wichita, riding an Excelsior and Thor, was the only man to press Warner. The cold wind cut down the usually good attendance slightly, but everyone went away satisfied with a good day's sport.

In the third race, Woods, on an Indian, went into the fence, but sustained only a few bruises. In the mile trial against time Warner established a new state record for a half-mile track, his time being 1:06⅗.

Warner won the gold medal offered for the largest percentage, while Weishaar received the silver medal and Jackson the bronze medal. The summaries:

Three-mile professional, flying start—Won by Warner, Indian; second, Weishaar, Excelsior; third, Henry, Indian. Time, 3:41½.

Five-mile professional, open port—Won by Warner; second, Weishaar, Thor; third, Jackson, Thor. Time, 5:44.

One-mile amateur, flying start—Won by Grill, Indian; second, Frederick, Indian. Time, 1:20.

Five-mile professional, flying start—Won by Warner; second, Weishaar, Excelsior; third, Henry, Indian. Time, 6:02.

Two-mile relay race—Weishaar and Jackson first; second, Warner and Johnston. Time, 3:11.

Two-mile amateur—Won by Grill; second, Metcalf; third, Frederick. Time, 2:30.

One mile against time—Won by Warner, time, 1:06⅖; second, Weishaar, Thor, time, 1:09.

One-half mile bicycle race—Won by Kesler; second, Brown; third, Patterson. Time, 1:33.

Ten-mile professional, open port—Won by Weishaar, Thor; second, Jackson; third, Johnston, Indian. Time, 11:53.

Three-mile consolation race—Won by Johnston; second, Jackson; third, Sasner. Time, 3:42.

The sale of second-hand machines was good in Woodstock, Ill. A. P. Pech has sold quite a number, for riders in his territory take delight in buying old mounts and trimming them up.

Looking Forward — Coming Events

October 31-November 7, Boston, Mass.—Six-day bicycle race at the Arena track.

November 3-7, San Angelo, Tex.—Series of motorcycle races in connection with the Fall Fair, under the auspices of the motorcycle club of that city.

November 6-7-8, Phoenix, Ariz.—Second annual Coast—Phoenix endurance run for 520 miles, under the auspices of the motorcycle club of Phoenix in cooperation with the Arizona State Fair Commission and the San Diego Motorcycle Club.

November 16-21, New York City—Six-day bicycle race at Madison Square Garden.

November 26, Savannah, Ga.—Professional 300-mile road race over Grand Prize automobile course.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 4, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

Watch For These Stolen Machines

Indian, red motor, No. 84F572, 1914 model; no batteries nor light; license No. 143 painted on rear mud guard. Reward, $25. Owner, L. W. Knight, 883 Main street, Westbrook, Me.

Harley-Davidson, motor No. F1391OH. Headlight and Prest-O-Lite tank; cushion luggage carrier. Notify O. C. Pope, 354 Ellicott Square building, Buffalo, N. Y.

Also a 1914 Indian, No. 85F685. Stolen October 12 from Readville race track. Notify Stath Bailey, 2 Prospect place, Somerville, Mass.

Harley-Davidson 1914 twin, two-speed, motor No. 7467H. Goodyear studded tires, 28 x 3; tubing for head and tail lights, without the lights, and seat with back rest. Notify H. H. Powell, Peoria, Ill.

On September 17th a single-cylinder, 1912 model Indian motorcycle was taken from the garage at 113 South avenue, Cranford, N. J. The motor number was 70D704. Notify Jesse G. Wheeler, 113 South avenue.

On September 27th, a 1913 regular Indian twin was stolen. The right pedal is broken, equipment Old Sol lamp and Prest-O-Lite tank; motor No. 94E593. Reward, $25. Notify F. C. Campbell, Fort Pierce, Fla.

Indian, painted green, No. 21A703; U. S. studed tread tire on front wheel; drive chain missing; new front mudguard, gasolene tube patched. Machine taken from 311 Dryden Road, Ithaca, N. Y. Notice of finding should be sent to J. McK. Ballou, of that address.

1913 Indian twin, No. 89E877. Front exhaust pipe dented and special cone-shaped nut front axle. Rear stand frame lugs drilled for foot braces. Stolen September 30, from corner West Genesee and Pearl streets, Buffalo, N. Y. Notify R. M. Kilroy, 319 Howard street, Buffalo, N. Y.

Thor, blue color, 1914 model, motor No. 14A1090; two speed; nine horsepower. Thor Motorcycle Co., 356 Columbus avenue, Boston, Mass., loaned this machine to a party giving name of Joel Pike, and address as 297 Summer street, East Boston, Mass., and same has been missing two months. Firm offers reward of $25 either for the return of motorcycle or information regarding whereabouts of the man.

Indian, two speed, 1913 model; equipped with red Empire 28 x 3 casings, Old Sol No. 2 headlight with bezel, large 1913 Mesinger saddle with back rest, and 1914 crossbar on handlebars. The front mudguard is missing and there is no number on the motor base. The machine is reported by the publicity department of the Hendee Mfg. Co., as having been stolen from the store of Brockton Sporting Goods Co., 11 North Main street, Brockton, Mass.

Visitors, Come To Bronx Club!

The secretary of the Bronx Motorcycle Club extends to all visiting riders a cordial invitation to make full use of the club rooms during the week of the Tercentenary celebration. They will find every facility there for taking care of and storing their machines. The club is located at 1013 Washington avenue, Bronx Borough, New York city.

C. S. Hinckley, Indian dealer at Aurora, Ill., was one of the early show visitors. He sold 48 twins during 1914 and reports a big sidecar demand. The riders in his city, Hinckley says, believe in taking out the ladies in comfort when they go riding.

TERCENTENARY PLANS READY FOR PARADE

Elaborate List of Prizes to Be Distributed to Fortunate Participants in Pageant—Every Parader to Receive Souvenir Medallion

To the march strains of a band of 20 pieces mounted in Indian sidecars, the motorcycle division of the New York Tercentenary parade will triumphantly grind its way along the official glittering white way on Wednesday evening. Present indications point to a parade that will be one of the most spectacular, enthusiastic and largest ever seen in New York city. An incentive to motorcyclists to make the best possible showing in decorations, dress and attendance has been created through the courtesy of manufacturers in helping to provide prizes.

J. A. Hall, vice-chairman of the committee, in speaking of the $1,000 allotted for prizes, announced for the best decorated machine in the entire division the grand prize, the Hendee trophy, valued at $100; a second grand prize, another Hendee trophy, value $50, and a third grand prize consisting of something worth $25. But these are just the grand prizes, and if you fail to capture one, there are hosts of others. Just glance over this bunch of prizes:

For the best decorated machine with a single rider, first prize, value $35; second prize, value $25; third prize, value $15.

For the best decorated machine with sidecar attached, first prize, value $50, with a souvenir prize to the lady in the sidecar, value $10; second prize, $40, with a ladies' prize valued at $7.50; third prize, $25, with a ladies' prize, value $5.

For the club having an attendance of over 15 riders coming the greatest distance, first prize, value $30; second prize, value $20. For the club having the highest rating of points, first prize, value $30; second prize, value $20. The points are scheduled as follows: Number of machines in line, 40 points; general appearance, 40 points; percentage of decorated machines, 20 points.

For the machine decorated in the most novel or grotesque manner, first prize, value $25; second prize, $15.

For the lady most appropriately dressed for motorcycle riding, first prize, value $25; second prize, value $15; third prize, value $10.

For the gentlemen most appropriately dressed for motorcycle riding, first prize, value $25; second prize, value $15; third prize, value $10.

For the best decorated tandems, first prize, value $35, with a souvenir prize to the lady, value $10; second prize, value $25, with a ladies' prize, value $7.50; third prize, value $15, with a ladies' prize, value $5.

So you see that there really is a chance left for you to win a prize even if the grand affairs slip your grip. Suppose you are very much interested in the parade, have sent in the largest number of entries, are not connected with the trade or any club, and may or may not participate, then there is something waiting for you to take home. You'll get one year's membership in the Federation of American Motorcyclists and any metropolitan club selected. And even if you don't get any of these prizes, there's no reason to go away feeling "sore," for on that proud, expanded chest of yours will be placed a beautiful medal commemorating the motorcycle pageant.

Every big parade must, of course, be governed by definite regulations so that the best effect may be secured, and this parade is no exception. Mr. Hall, who is also acting as division marshal, gave out the following instructions, which he considers final:

1. The Motorcycle Division will form at 125th street, east of Lexington avenue, at 7 P. M. sharp. The club having the largest attendance in line, leading the division.

2. The Motorcycle Division will have the right of line, coming directly after the Governor, Mayor and other invited guests.

3. Each club will have a captain at the head of their organization, whose duty will be to keep their members in line at a proper distance and see that the rules of the committee are strictly enforced. The most important of these will be that the cut-out must not be used at any time.

4. Motorcyclists will form in columns of four, keeping a distance of 20 feet between each line.

5. The Tercentenary Commission requires that each participant must have on his machine the official Tercentenary pennant. These may be obtained from all dealers or from the downtown headquarters of the Motorcycle Committee at 17 Warren street.

6. Clubs competing for prizes must report to the Division Marshal not later than 7 P. M. at 125th street and Lexington avenue, with a certified copy, giving the names and addresses of their members present in line signed by the secretary and president of the club.

7. Marshals, aides or couriers will be counted in attendance with a club.

8. The city ordinance against the use of the muffler cut-out will be very strictly enforced and anyone violating this ordinance will be barred from the parade and any competition prizes.

From the starting point the parade will go west on 125th street to St. Nicholas avenue, south on that avenue and Manhattan avenue to 110th street, west to Broadway; thence south to Columbus Circle, and east on 59th street to 5th avenue, to the Court of Honor and reviewing stand at 42nd street, south to 34th street, thence west to Broadway and north to Columbus Circle, where the pageant will disperse by divisions into the various streets.

Much thanks is due, according to the officials of the parade, to the kind cooperation of manufacturers in donating prizes and money. Up to October 17th, the following manufacturers have contributed prizes:

Hendee Mfg. Co., one silver cup, grand prize, value $100; Hendee Mfg. Co., one silver cup, second grand prize, value $50; Eclipse Machine Co. one multiple disc brake, value $10; Persons Mfg. Co., one Pan Dandy saddle, value $5; Persons Mfg. Co., one Pan Dandy saddle, value $5; Weed Chain Tire Grip Co., one Weed tire chain, value $3; Weed Chain Tire Grip Co., one Weed tire chain, value $3; Stoll Mfg. Co., one Dream tandem, value $25; Corbin Screw Division, one speedometer, value $12; Corbin Screw Division, one speedometer, value $12.

In addition to $500 coming from the State through the Automobile Committee, these manufacturers have given money:

Hendee Mfg. Co., $350; Standard Co., $50; New Departure Co., $50; D. P. Harris Hardware Co., $25; Continental Rubber Co., $25; Stevens & Co., $25; New York Sporting Goods Co., $25; Federal Rubber Co., $25; Duckworth Chain & Mfg. Co., $25; Progressive Cycle Co., $15; Haverford Cycle Co., $15; Badger Brass Co., $15; Pierce Cycle Co., $15; Pennsylvania Rubber Co., $10; Stanley Kellogg, $10; L. W. Wainwright, $10.

Seven Repair-Shops Register

During the last two weeks the repair-shops to register with the F. A. M. were seven in number and are as follows:

No. 1091, Foster Haskins, Huron, S. Kak. No. 1092, Homer Cumberland, 909 Pine avenue, Niagara Falls, N. Y. No. 1093, Guy W. Webb, 1026 Marquette avenue, Minneapolis, Minn. No. 1094, C. L. Rottsted (Rottsted Bros.), 520 State street, Olean, N. Y.

"SELL ACCESSORIES NOW IN AUSTRALIA"

So Says Clarkson, Manager of the Largest Two-Wheeler Distributing Concern in That Country—German Supply Cut Off—Prefer English Bicycles

The promising picture of American trade prospects in New Zealand from the pen of our Consul General in Auckland suggested a brief talk with the manager of the largest bicycle and motorcycle distributing concern in that English possession. Mr. J. B. Clarkson, who, by the way, is a keen, thoroughgoing Englishman, seems inclined to believe that the chances for American trade are brighter than they have been for some time.

In the report from the Auckland consulate, it was stated that with the former sources of supplies now cut off, bicycles, motorcycles and accessories of American make would be favorably received by New Zealand merchants. Our shipping facilities, however, were considered as a great hindrance, for at the present time but one steamship line is operating between this country and the Australian province, plying from San Francisco to Wellington, a city about 40'. miles distant from Auckland, the most important commercial center.

"I do believe," said Mr. Clarkson to a representative of Bicycling World and Motorcycle Review, "that you Americans have an opportunity now of entering the New Zealand market with your products. A large number of accessories, such as bells and horns, have formerly come from Germany by way of England."

"How about the bicycle?"

"The English bicycle is so much cheaper for us to handle, and I believe that we will continue them exclusively. In shipping, for instance, the American insurance rates are higher than the English.

"There is some possibility, however, of selling your motorcycles. Of this I cannot speak with any great certainty."

The Mauretania was soon to leave her dock and Mr. Clarkson, like a cautious business man, wishing to eliminate any chance of being left behind, brought the conversation to an abrupt close.

Perhaps the consul was somewhat optimistic in his report; but he modified his reference to good prospects by declaring that real American salesmanship would certainly have to be used in persuading New Zealanders to purchase cycling goods from this country. Shipping facilities, too, will have to be improved, but with an increased trade that drawback the shipping interests may soon recognize and remedy.

Weaver-Ebling To Handle Pope

The Weaver-Ebling Automobile Co., of 2230 Broadway, New York city, announces that they have taken the distributer's agency for the Pope motorcycle. They will carry on hand a complete stock of parts and will have on sale the complete line of Consolidated two-wheelers.

They intend to organize a system which will provide for having a repair man call on the various Pope riders at the garages once a month to look over their machines free of charge. Also they extend an invitation to all Pope tourists who visit the city to come and store their machines free of charge.

The Weaver-Ebling concern formerly distributed the Harley-Davidson in New York and adjacent territory, Joe Buckingham, a motorcyclist of more than local fame, having charge of this branch of the company's interests.

English Firms To Supply Russia

Three thousand motorcycles are said to have been ordered by the Russian government from the English firms. The "Autocycle" is authority for this statement, and goes on to say that it will be difficult to supply such a great number of machines at once. The order has been distributed, of course, among the leading firms of the country, and the Indians received their share. If true, this means that the industry in England is protected from the evil effects of the war.

Risden Lands Big Police Contract

The Los Angeles police contract for the furnishing of 28 motorcycles for the use of the speed and service squads, which has been brewing since early in July, was settled definitely when C. Will Risden, Southern California distributer of the Indian motorcycle, bagged the order to furnish the whole 28 machines.

This deal was consummated largely through the efforts and salesmanship of George Klapp, Risden's chief salesman, who proceeded to convince the officers and city officials that the machine he represented was the logical one to buy by getting out and showing them that the machine would deliver the goods.

A "speed trap" was measured off on a piece of straightaway road and the various makes of machines were tested to the stop watch in the hands of the different officers who were to use the machines on the force.

The Indian machines clocked through the stretch at 73 and 75 miles per hour. The deal was then closed and the contract signed.

The machines are all to be equipped with hand horns, Warner speedometers, S. & M. electric lights and A. B. C. electric generators.

A. Schrader's Son Open London Branch

Evidence that manufacturers in the automobile industry do not believe in the predicted collapse of all business as a result of the war, is contained in the announcement by A. Schrader's Son of the opening by them of a London office and factory.

The Schrader firm has been established since 1844 and occupies a leading position among manufacturers of tire valves and tire pressure gauges and its action in entering the European field at this time is significant.

This important step was made public at a banquet tendered by the various heads of departments of the Schrader factory to the three men chosen by the house to install and equip the new plant.

The British branch will be at 14-16 Dorset Place, London, and will be in charge of Mr. W. H. Cole.

The treasurer and general manager of A. Schrader's Son, Mr. M. C. Schweinert, spent some time in London this summer making the preliminary arrangements and he does not feel that these should be disturbed by such a transitory thing as a war.

The machinery and entire equipment has already been shipped and the factory is expected to be in full operation before the end of the month.

Lippow Returns to Former Quarters

Mr. L. Lippow, who was one of the original members of the Milwaukee Cycle Supply & Sales Co., in the Wisconsin city of that name, but who severed his connection more than a year ago to establish the Lippow Motorcycle Co., is back with his first love at the old location on North avenue and 7th street. Lippow has made this change owing to the crowded condition of his own business location and feels that at the old location, where there is more room, his patrons will receive more prompt and careful attention. The company in addition to handling motorcycles deals in bicycles, accessories, both wholesale and retail.

The Schenck Motor Co., of Cardington, O., have realized well on their sidecar sales. I. Schenck reports that they will push the sidecar with vigor this season.

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NEW YORK, OCTOBER 27, 1914

IF YOU HAVE SOMETHING GOOD—SHOW IT

The world is progressing largely because men are able to learn of each other's work. Each adds his contribution to what the other has done, and the combined efforts of all carry us forward.

Conventions, exhibitions, special organizations and the press are doing their share by rapidly disseminating knowledge in whatever form it may assume. Trade journals are always eager to tell what men are accomplishing in various fields, so that improved products, labor-saving devices, novel displays, new methods, etc., may be brought into play in effecting an increased efficiency.

But a great deal will always depend upon the willingness of men to exchange experiences and ideas. If a motorcycle dealer, for instance, has found a new way of pleasing and attracting customers, of convincing and winning over prospects, of strikingly arranging his windows or his store, he might well spread that information through the medium of the trade journal.

Someone might ask: "In so doing, would not a dealer be aiding competitors in his vicinity, and thereby injure his own business?" Real live dealers will not, as a rule, adopt a suggestion wholly as given; they will usually be able to add to its usefulness before applying any suggestion. Valuable information, constantly accumulating and securing adequate publicity, will tend to benefit every progressive dealer, for the general prosperity of the trade means the greater individual success.

When you learn of something new and helpful, don't keep hiding that light under a bushel basket. Kick that basket over!

WHERE IS YOUR JUNK PILE?

In the modern factory there is a place for everything, and everything in its place. In many garages there is a junk pile, and the floor is often covered with spare parts, tools, and so forth. Waste material, discarded parts and old bodies are thrown together in a heap on the floor. This junk pile which accumulates represents, in a certain sense, an investment; it occupies room for which you must pay.

In an efficient garage the junk should be carried away, as fast as it accumulates, to the cellar or the rear. Then it can be sold.

In your garage bring order out of chaos. Sell your old junk, or at least store it where it is out of the way.

Cleanliness is becoming characteristic of factories and machine-shops nowadays. Formerly dirt and noise was as inevitable an accompaniment of machinery as pills and whiskers were once accompaniments of the family physicians. Those were the days when locomotives were wheezy and turbulent and automobiles puffed and chugged along the highways where now they glide silently with never a jolt nor a rattle. In those days it was thought proper for a machine-shop or garage to be littered up with rubbish. Now concrete and steel construction, electricity and the vacuum cleaning are abolishing all the old untidiness.

When the modern garage proprietor allows his floor to become so cluttered up that the men have barely room to move around, he is wilfully putting himself below the standard of efficiency which he ought to live up to. He is signing up for a large item on the waste side of his ledger.

The value of a well ordered floor space can be calculated just as the value of a good window display can be calculated. Is your floor space an asset or a large liability?

INVEST IN YOUR EMPLOYES

Investing in the loyalty of your employes—that's one of the best investments you can make and also one of the surest. If your investment does not yield adequate returns you can recall it with little loss to yourself. What does investment in the loyalty of your employes mean? Compensation proportionate to fruitful labor and energy expended. If the right employe is made to believe that his interests and those of the concern are firmly cemented, his enthusiasm and loyalty will know no bounds. A few dollars saved each week by withholding from the proper wage of an employe represent a specious saving.

PARKHURST AWARDED BIRMINGHAM FEATURE

Chairman Donovan, Overruling Protests from Joyce and Wolters, Gives Hour Race to Parkhurst — Decision Rendered During Chicago Show

Red Parkhurst, of Milwaukee, was considerable of a hero at the Chicago Motorcycle Show. On the second day he was declared by Competition Chairman John L. Donovan the rightful holder of the F. A. M. one-hour honor, going 64½ miles with a stripped stock Harley-Davidson in competition with ported and eight-valve machines.

Immediately upon the giving of the official decision a big sign went up on the Harley-Davidson booth, calling attention to Model 11-K, the duplicate

Red Parkhurst, F. A. M. hour champion

with which Parkhurst won the one-hour race at Birmingham, Ala., October 5th. This sign attracted a great deal of attention as the result of the controversy over the winning of the one-hour race.

The original protest of Gail Joyce was overruled without question by Chairman Donovan. Affidavits and other evidence received from Birmingham showed that Parkhurst in every respect abided fully by the rules of the F. A. M. and was clearly entitled to the victory.

Red led from the third to the thirty-third lap, averaging 50⅗ seconds. In the thirty-third mile his gasolene feed became air-bound and he had to stop to replenish his auxiliary tank. While Johnny Aikens and Wm. S. Specht, Jr., were filling the tank, Parkhurst sought to wipe off his goggles with the handkerchief which he carried on his handlebars throughout the race, and the handkerchief being saturated with oil and dirt from the track he sought to borrow a clean one from one of the spectators, who enthusiastically wiped off one glass while Parkhurst was wiping off the other.

"Safety requires that competitors in races shall be permitted to see what they are doing," said Chairman Donovan. "It certainly would be ridiculous to disqualify Parkhurst because he permitted someone to assist him in wiping the oil and dirt off his goggles. Parkhurst clearly is entitled to the victory."

Tuesday night at the show, eight days after the race, Joe Wolters raised a point to the effect that he should have been credited with another lap, claiming that he was half a mile ahead of Parkhurst instead of finishing half a mile behind. There was no question that Parkhurst had ridden 64½ miles in the hour, notwithstanding the loss of nearly four minutes for filling his gas tank when the feed pipe was air-bound, but Wolters contended that he should have been credited with an extra mile. Chairman Donovan wired to Birmingham for particulars concerning that point raised by the Excelsior rider.

"Of course, the rules require that protests shall be made within a half hour after the close of the race," said Mr. Donovan. "The rules would not permit official consideration of additional points not included in the original protest. But courtesy required that I should wire for information and I did so. It is perfectly clear that Parkhurst won the F. A. M. hour championship fairly and squarely."

McClurg Leads Garfield Members

During a smoker given by the Garfield Motorcycle Association of Chicago, Ill., a short time ago, a question arose amongst the boys as to who had the fastest machine. It got mighty interesting for a while and the only way to restore peace was a promise from the president that he would get the Hawthorne race track for them.

For the following week the boys were hard at it, tuning up for the coming Sunday morning. Bright and early at 5 A. M. they went out to the track. They were tickled to death to get the chance to speed without getting pinched. They were so interested running around the track that the president of the committee had a mighty hard time getting them to line up for the start.

John McClurg, with his faithful Indian, won the race without being very hard pressed. Roman D. Haskins came in second with his Harley-Davidson; Harry Mills had to drop out on account of trouble, and Chas. Steinert came in third with his powerful hill-climbing two-wheeler.

AL STRATTON BREAKS RECORD AT READVILLE

Makes Mile Circuit in 49⅘ Seconds—Donald Pope, on Indian, Wins Three Events, Including 50-Mile Race Against 14 Contestants

Al Stratton invaded the East and thrilled the great crowd gathered at the Readville, Mass., track on October 12th, when he piloted his Harley-Davidson flier around the mile circuit in 49⅘ seconds, establishing a new record for the track.

This meet, the final one of the year for the New England Motorcycle Club, was also featured by the come-back of Donald Pope, who rode his Indian to victory in three events. In the 10-mile, Pope hit the curves wide open for the

Al Stratton, who broke Readville track record

excellent time of 8:43⅕, while in the half-century race he again took the premier position by a bit of remarkably fine riding. Stratton was second in this event.

Great interest was manifested in the fact that two Harley-Davidson riders were in the meet, for it was the first time that the factory riders from Milwaukee have appeared in speed events in that section of the country. Stratton, the Western star, soon convinced the crowd that he had the knack of taking the turns in the short distance as well as the long routes, which are his specialty, by outclassing the field in the one-mile time trials.

The 50-mile race, the feature of the day, saw 15 riders lined up before the starter. The riders did not meet the tape in a group, but the starter's gun was fired. This was a great handicap to those trailing, who were forced to slow up at the dusty corners. Ted Carroll seized the lead in the first lap, with Pope

and Smith hugging his rear wheel. At the 8th mile Pope made a bid for the lead, but Carroll regained it, only to lose it finally to the Indian rider at the 12th lap. Pope managed his mount splendidly and was never headed, although Stratton, who had been riding steadily, nosed out Carroll for second honors. Glen Crandall pushed his Thor into third place and the three riders circuited the track in brilliant fashion, rarely shutting off at the turns. At the end of the race, when Pope's time of 44:14⅘ was announced, the crowd raised him up on its shoulders and cheered enthusiastically. The summaries:

Five-mile lap pursuit race—Won by D. Pope, Indian; second, G. Crandall, Thor. Time, 5:01⅕.

Three-mile novice—Won by Crocker, Indian; second, Livingston, Excelsior. Time, 3:12.

One-mile time trials—Won by Stratton, Harley-Davidson; second, T. Carroll, Indian. Time, 0:49⅘.

Ten-mile—Won by Pope; second, Crandall. Time, 8:43⅕.

Three-mile sidecar—Won by B. A. Swenson; second, F. Curo; third, T. Croce.

Fifty-mile—Won by Pope; second, Stratton; third, Crandall. Time, 44:14⅘.

"Some Weston," But Not Again

Joe Bick, of the Rockford Motorcycle Sales Co., asserted that he was some "Weston." Fred Sullivan, the other member of the firm, and some of his friends doubted his assertion, whereupon Joe hiked to Freeport, Ill., and back, a distance of 56 miles, in 11 hours and 35 minutes, thereby winning a bet of $15. The start was made at 6 o'clock in the morning and he was back by 5:35 in the evening. The victor said, "Never again would he forsake the motorcycle for pedestrianism."

Parkhurst on the Job at Birmingham

Red Parkhurst and his Harley-Davidson continue to capture things on the Birmingham track. On October 7th he led to the last lap in the five-mile race for stripped stock machines, when dirt under his needle valve put him back in second place. On the 8th he accounted for the same event in 4:21. The next day Red speeded up and hit the curves for 4:16 in the same event.

The Indian agency in Cleveland, O., is host to Ivan Jacobs from the Hendee factory; Jacobs is a special factory representative in Ohio and is getting agencies in that state prepared for the expected rush of orders for 1915 machines.

GULICK PERFECT IN LONG ST. LOUIS RUN

Harley-Davidson Rider Makes Only Perfect Score in 200-Mile Run Through Mud and Clay—Accidents Put Several Out of the Running

This year the annual reliability run of the Motorcycle Club of St. Louis, held on the 11th inst., was to Arcadia, Mo., and return.

The committee in charge of the run has always tried to make it as difficult as possible, as shown by the fact that during the past two years no perfect scores have been made. The route was chosen over difficult roads and on this account the distance was made only 200.8 miles and a schedule of 20 miles per hour was arranged.

Frank Gulick, Harley-Davidson, was the most consistent rider of the day. No punctures, no trouble of any kind happened to this deserving perfect score man. This record was all the more remarkable as Gulick rode a single speed twin, with standard gear ratio.

At 6 A. M. on Sunday the first man started, and at intervals of one minute 30 other riders followed. At the second control, nine miles out, all were perfect. But the heavy rains of the few days previous had made the roads over the hills slick and dangerous, so that at St. Antonio a few were behind time. The first real difficulty appeared at De Soto, 46 miles out, where the foothills of the Ozarks start. Here a stream 2 feet deep and 150 feet wide had to be crossed and then recrossed to get on the road again. "Duke" Kalhorn rushed the stream, struck a large rock, and rider and machine were both submerged. After this the "wise boys" pushed across.

The yellow clay mud of Melzo, which is sticky as glue, called on the two-speeds. Had this stretch been on the level the sailing would have been easy, but four miles of yellow clay hills makes a different story. At Leadville another obstacle was reached, when the bridge over the Big River was found to be washed away, and here a number of the boys dropped out. The balance crossed over on the railroad bridge and rode the ties for a quarter of a mile to get back on the road to St. Francis.

At Farmington three Harley-Davidson riders were the first to enter the town, Kalhorn, Gulick and Heinz being the leaders. Here a number of the riders were late. From this point on the real rocky roads were struck, and bridges over streams are not known. The hard riding gave the boys an appetite, and at the noon control in Arcadia those on time made a good job of the chicken dinner and many remarkable stories were told of their experiences.

A number of accidents were reported to the riders. Sam Senesky took a bad spill 30 miles from St. Louis on his way to Arcadia. He cut his knee and elbow, bandaged up and finished.

"Dutch Tim" Bahnsen, the peer of the St. Louis road riders, broke a perfectly good score, and his Indian at the same time, when he collided with a buggy near Bonne Terre on the return journey. Making a quick repair on his fork he finished the trip.

Leo Stone on a Feilbach Limited twin, and Frank Becker, riding a Thor two-speed, were both put out of the running by bad spills.

E. Hyatt, mounted on an Excelsior twin, broke his handlebars, worked his way to the nearest blacksmith shop, personally made the quick repair, and was one to finish the run. It's very convenient on reliability runs to be a motorcycle repair man.

Heinz had a perfect score until within 29 miles of St. Louis on the return trip, when his Harley-Davidson picked up a stone bruise in the front tire.

The races of the Rubber City Motorcycle Club of Akron, O., postponed from the 10th on account of rain, were started on the 17th on a slippery track. After four events had been run off the races were stopped owing to a heavy downpour. The following is the list of events run off:

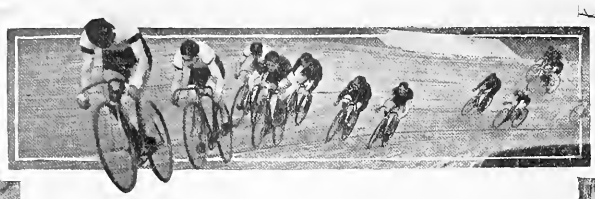
Five-mile stripped stock for machines under 38-inch displacement—Won by Bittner, Thor; second, Feckley, Thor; third, Bailey, Indian. Time, 7:50.

Five-mile professional for machines 30-50—Won by Jones, Merkel; second, Herold, Indian; third, Pineau, Merkel. Time, 6:08.

Five-mile sidecar, professional—Won by Shroeder, Harley-Davidson; second, Hood, Harley-Davidson. Time, 7:15.

Ten-mile professional for 30-50 class—Won by Jones, Merkel; second, Carlyle, Excelsior; third, Herold, Indian. Time, 13:15.

The latest tidings from the wigwam at Hendeeville are that Derkum will carry the Indian colors in the San Diego-Phoenix run, while "Old War Horse" Baker is nominated for the San Diego-El Paso race. Baker is also scheduled to appear on the firing line at Savannah later in the month.



With the Bicyclists

Goullet Captures the Goullet Prize

Alfred Goullet, the Australian, won the race named after him at the New Haven track, Friday, 16th inst. Goullet defeated Joe Fogler, the Brooklynite, and Frank Kramer, the American champion, in the final sprint. Willie Hanley, the San Franciscan, turned the tables on Tim Sullivan, the local champion, in a match, taking the first and third heats. The summary:

Two-third-mile handicap, amateur—Won by H. Jehan, 45 yards; second, M. Lawler, 50 yards; third, C. Moresca, 40 yards. Time, 1:16⅗.

Three-mile open amateur—Won by W. Hanley; second, G. Wohlrab; third, T. Sullivan. Time, 6:29. Lap prize winner, F. Jehan.

Half-mile match race, amateur, W. Hanley vs. T. Sullivan—Hanley took first and third heats. Times, 1:35⅕, 1:34, 1:35.

Pursuit match, professional—Won by A. Grenda in straight heats; second, F. Cavanagh. Times, 1:35⅗ and 4:33. Distances, ¾ mile and 2½ miles.

One-mile Goullet Prize, professional—Won by A. Goullet; second, J. Fogler; third, F. Kramer. Time, 2:06.

Two-mile motorcycle race, professional—Won by G. Wiley in straight heats; second, E. Collins. Times, 8:38 and 8:39.

Papesca Is New England's Champion

Two metropolitan champion riders of the bicycle are shown on this page. Whenever a race, whether long or short distance, handicap or scratch, comes off around New York City you are pretty apt to find Papesca, or Jensen, or Nagel somewheres up in the front of the field.

Papesca, champion of the New England Wheelmen, New York division, has held the honor position in his own club easily. Recently in the club championship races held on the fine Pelham Parkway Papesca scored more than double the points earned by his nearest competitor. When the inter-club championship races started it looked as though the New England leader would repeat his performance in the faster company. He took the first two events, the ten-mile and five-mile road races, at Staten Island, with Jensen, of the C. R. C. A., second in both cases. Later Jensen turned the tables on his formidable opponent, and tied him.

J. Papesca, champion New England Wheelmen

Lock Takes Three in America's Meet

William Lock, star rider of the New York division of the Century Road Club of America, made a runaway of the club championship races held over the Pelham Boulevard on the 18th inst. Lock captured the honors in the half-mile scratch race, two-mile handicap, and the one-mile scratch event, and finished second in the three-mile handicap and in the five-mile handicap. The summary:

Half-mile race, scratch—Won by Lock, second, Kudile; third, Schmidt. Time, 1:12⅖.

Two-mile handicap—Won by Lock, scratch; second, Schmidt, 10 seconds; third, Heisig, scratch. Time, 5:38⅖.

Mile scratch race—Won by Lock; second, Kudile; third, Eisenberg. Time, 2:32.

Three-mile handicap—Won by Kudile, 45 seconds; second, Lock, scratch; third, Schmidt, 20 seconds. Time, 8:23⅖.

Five-mile handicap—Won by Hintze, 3 minutes; second, Lock, scratch; third, Heisig, scratch. Time, 15:10.

Jensen Wins from Papesca

Edwin Jensen, of the Century Road Club, won the championship of the Interclub Amateur Cycle Road Racing League, at Grant City, S. I., on the 25th inst., by defeating James Papesca, of the New England Wheelmen, in a 10-mile unpaced race. Until the 24th inst. a tie existed between Jensen and Papesca in the championship series. The Century Road Club cyclist had to make a new league record in order to defeat Papesca. He covered the ten miles in 26:35 against the former figures of 26:37⅗, established by Joseph Kopsky two years ago.

With the winning of this series of races, the Century Road Club made a clean sweep of all the interclub events held this year. Riders representing the Century Club triumphed in the 50-mile handicap road race, individual unpaced series, four-man team road race, and three-man track miss-and-out contest.

Summary:

Edwin Jensen, C. R. C. A.....26:35
James Papesca, N. E. Wheelmen...27:22

Welton Scores In Point Races

The weekly point race of the New York Division of the Century Road Club Association, held on the Pelham Parkway, October 18, resulted in a victory for Jack Welton.

W. Lock, Star of the C. R. C. of America

Stricker Still Leads Crescents

The century mileage contest of the Crescent Bicycle Club of Baltimore, Md., is considerably behind its record of last year, according to the report of Secretary Baker just made for the month of September. Fred M. Sanborn has been reeling off numerous centuries lately, one of them a quintuple, but he has not been able to overtake John Stricker, who still leads the contestants and is setting a merry pace for them. Emory Anderson has jumped into third place, ousting William T. Wright, who is now perched on the rung below. The month brought no other changes in the standing. During September the members pedaled 3,997 miles and 22 centuries, including a quintuple, which brings the total from the first of the year up to 30,227 miles and 92 centuries.

Harvard Student Takes Long Ride

Don't forget the bicycle. In these days of swiftly moving motorcycles we sometimes think the bicycle is a back number for touring, but it is not a back number, as evidenced by the recent trip made by C. J. Tinker, who returned to his college work at Cambridge from Flint, Mich., by touring over the roads on a bicycle, coming by way of Ann Arbor, Toledo, Buffalo, etc.

During the ride an average of 102 miles per day was maintained in periods of 10-hour rides. Tinker has ridden 2,800 miles since June 1st and with thorough enjoyment.

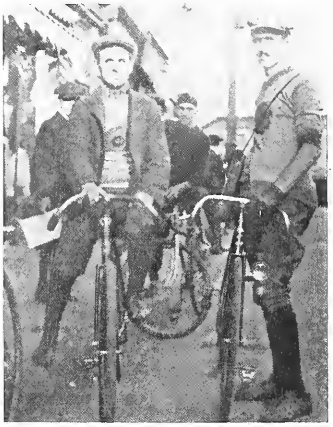
Six-Day Race For San Francisco

MacFarland is contemplating running a six-day race in San Francisco the week prior to the opening of the Panama-Pacific Exposition. The first step taken was to sign Kramer to appear in a sprint meet which will be run as a prelude to the grind.

Segal Celebrates 200th Century

In honor of the two hundredth century in eight years (100 miles in 14 hours) ridden by Sylvain Segal and of the one hundredth century by J. M. Mitchell, members of the Century Road Club Association on the 18th inst. took a trip to Bridgeport, Conn., and return, a total distance of about 110 miles. The start was made at 7:45 A. M. and it was 6 P. M. before the last man returned. The route lay through Larchmont; thence over the many hills and down steep grades, but mainly over the excellent roads to Bridgeport. No serious trouble handicapped the pleasure seekers. On the return trip Ben Noyes was unfortunate enough to break the rear stay of his bicycle, and he finished the trip from Norwalk by train. Those on the ride were Sylvain Segal, William Winquist, Max Naphtal, George Steppello, A. R. Jacobson, Robert Wolfson, J. M. Mitchell, Harry Naphtal and Fred Aickelin, of the Century Road Club Association; L. C. Papesca and James Papesca, of the New England Wheelmen; Harry Aron, of the Blunz Wheelmen; Ben Boyes, of the New England Wheelmen, and William Garbad, of the Oakland Wheelmen. R. W. Zarr, Century Road Club Association, and A. S. Thomson went only as far as Larchmont.

C. J. Tinker, the Harvard tourist



Sylvain Segal (standing) and J. M. Mitchell

Segal takes his mount out in all kinds of weather, at all times, and his record of road travel must total high into five figures.

He rode his first century on July 28, 1907. On October 31st, 1909, he completed his 100th century, and on the 18th day of the present month he brought up his total to 200. During these years of perambulations along the highways he traversed territory bounded by Boston, Mass., on the north, by Utica, N. Y., on the west, and Atlantic City to Alexandria on the south. The exact record of his rides is as follows:

1907	7 centuries
1908	59 centuries
1909	35 centuries
1910	43 centuries
1911	2 centuries
1912	9 centuries
1913	31 centuries
1914	14 centuries
Total	200 centuries

In rolling up this record Segal acquired several trophies. In 1907 he won both the time and place prize in the Record Run for that year. In 1908 he won the mileage and century competition of the C. R. C. A. with a total of 8,580 miles. He also established a record—New York to Atlantic City, doing the route in 9 hours and 9 minutes.

Novelty Dance For New York Club

On the evening of November 21, at 110 East 59th street, New York city, there will be held the annual dance of the New York Division of the Century Road Club Association. It is to be an informal, novelty affair.

When school lets out in Miami, Fla., where "everybody rides"

German Cyclist Killed in Battle

The latest German casualty list includes the names of two prominent bicycle riders known to American cycling enthusiasts. The first is that of Schuermann, the young Teuton sprinter, who lost his life in the fighting around Maubeuge, the French city. The second was that of the pace follower named Boeschlin, who was badly wounded near Liege, Belgium.

Other German riders who have been called to the colors are Wegener, who is with the Uhlan Guards at Potsdam; Nettlebeck, who had at one time been given credit for breaking the hour paced record, is with an infantry regiment, while Peter Guenther, at one time German paced champion, was placed in an artillery regiment along with his pacemakers.

Two Italian riders have decided to fight despite the fact that their country is not at war. The two are Colombatta and Robuschi, who have entered the French Legion of Foreigners to battle the Germans.

Famous Cyclists On Casualty List

Frank Kramer, the American champion, received a letter from Paris recently, saying that Leon "Tricky" Comes, the French sprinter who rode here in America in 1912, had been reported as having been killed in action. Francois Faber and Julian Pouchois, two other French racing cyclists, have been reported as being on the injured list, Pouchois with a bullet in his thigh and Faber injured around the head. Herman Packebusch, a German rider, has been reported killed.

The first direct word received from Walter Rutt, the German cyclist who went back to fight for the Fatherland, came in a letter. Rutt states that he left the Helig Olav, the ship on which he sailed from America, at Copenhagen, and rode to Germany by bicycle, the trip taking over two days.

After arriving on German soil Rutt reported to the German military authorities that he was ready to fight. The cyclist was informed that for the present his services were not needed and all he had to do was to report occasionally to the war office. Rutt states that there are a number of other German riders in Berlin and that they are training daily at the local track. Among those in Berlin can be found Willie Lorenz and Karl Saldow, who have ridden in the New York six-day race, and Arthur Stellbrink, a German pace follower.

George Nagel, who represents Acme Wheelmen

Hare and Hound Race Good Fun

Instead of the regular Sunday club run, the Missouri Cycling Club on October 11th staged an old-fashioned hare and hound chase.

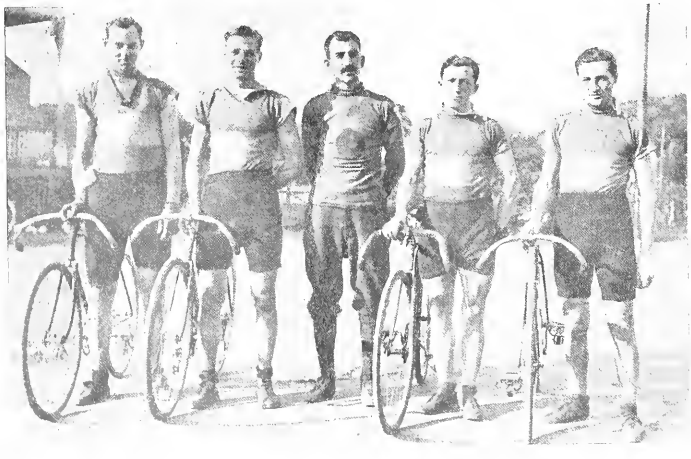
The hares, mounted on bicycles, departed from Blair Statue in Forest Park at 9 A. M., carrying with them two well filled sacks of colored confetti. Ten minutes later the hounds took up the trail and started in pursuit of the hares.

The course took the riders westward in a roundabout way through Clayton, Olivette and Normandy, returning to the starting place, Blair Statue, via a very jagged route.

That little time was wasted by the pursued ones is evidenced by the fact that C. W. Fornes and Road Captain E. S. Brown, who took the part of hares, covered the whole distance (24 miles) in one hour and ten minutes.

Don Struble, who is captain of the club's racing squad, had fond hopes of overtaking the hares, but lost the trail near Clayton and pedalled about two miles out of his way in an effort to regain his bearings. This delay only caused Don to renew his efforts when he finally got right again, and he arrived at Blair Statue 10 minutes after the hares, who succeeded in eluding capture throughout the chase. For the next 30 minutes riders kept straggling in, each one having some sort of "lost trail" story to relate. The affair was something new for the boys and was very much enjoyed by those taking part.

Edwin Jensen, champion of C. R. C. A.



Team of the C. R. C. A. which captured the 10-mile championship—Baker, Jensen, Napthal, Taub

Packebusch Not on Death List

Word has also been received that Herman Packebusch, the German sprinter, who was reported as being killed in action, is very much alive and is among the other racing cyclists in Berlin awaiting the call for duty. The casualties in the war are doing much to eliminate the racing game from its European theater, where it once thrived.

TEAMS SELECTED FOR BOSTON SIX DAY RACE

Eleven Teams Already Named for First of Season's Long Grinds Which Starts November 2 — Sprint Curtain Raiser Will Be Held the Saturday Before

With the world's series settled the sporting fans are casting anxious eyes toward the next big event in their line, the six-day bicycle race, which will be staged at the Boston Arena the latter part of this month and the first part of the next.

The race will start Saturday, October 31, with a series of sprint and motor-paced races in which the best men in the country will compete.

Several of the title events which have always been run in Europe have been awarded to America and the promoters of the races here have been the successful bidders for the cream of these races and they will be run off at the opening night.

The six-day grind itself will open on Monday afternoon, November 2. Ten hours a day will be the ride and from the present plans this event will prove the biggest and best ever held in Boston.

Several teams have been signed up already, including the star performers of last year and many new ones who have never ridden in this country but who have big reputations abroad.

The Arena track will be ten laps to a mile. Extra precaution is being taken to improve on the turns so as to make them as safe as possible.

The following teams will start Monday afternoon, November 2:

Reggie McNamara, Australia, and Jimmy Moran, Chelsea.

Bobby Walthour, Atlanta, and Eddie Root, Boston.

Alfred Goullet, Australia, and Fred Hill, Boston.

Worth Mitten, Davenport, and Norman Anderson, Denmark.

Charles Piercey, Australia, and Pat Logan, South Boston.

George Wiley, Syracuse, and Clarence Carman, Jamaica, L. I.

Iver Lawson, Salt Lake City, and Peter Drobach, South Boston.

Lloyd Thomas, San Francisco, and Martin Ryan, Newark.

Joe Kopsky, New York, and Norman Hansen, Denmark.

Rudolph Rudi-Russe, Austria, and Vincenzo Madonna, Italy.

Percy Lawrence, San Francisco, and Jake Magin, Newark.

The race will be of 10-hours-per-day and will start at 4 P. M. and run until 2 A. M. the following morning.

Carmen Succeeds to Wiley's Title

The motor-paced division of cycle racing, which is rapidly drawing to a close, has developed the youngest champion ever known to the American fans. The new title holder is Clarence Carman, who was born in Jamaica, L. I., April 24, 1891. Carman succeeded to the place held for two years by George Wiley, the diminutive Syracuse rider, and his claim to the title is not disputed, as he competed in 55 races, in which he captured 48 places, half of them being victories. Carman also won three championship races scheduled, but as the title was to have been awarded to the rider scoring the greatest number of points the wins in the above championship races were not needed. Bobby Walthour, two times winner of the American paced championship and also the world's paced title, finished second to Carman, while George Wiley finished third. In points Carman scored 203, while Walthour and Wiley had 143 and 110, respectively.

Carman started racing in 1909 and that year had the misfortune to break his hip after he practically had the amateur sprint championship at his mercy. He had won the half-mile and the third-mile titular events and would have only need one more when he fell and was so badly injured that racing was out of the question for about a year. In 1912 he finished second to George Wiley, when that rider won the American paced championship. Owing to his youth Carman's chances in future paced championships look bright.

Linart Looks for Six-Day Contract

Victor Linart, the Belgian pace follower, has written a letter to Manager MacFarland, of the Cycle Racing Association, asking for a contract for the New York six-day race. According to Linart's letter the Germans bombarding the city of Antwerp, Linart's home, drove the cyclist to take refuge in England. MacFarland has cabled Linart an offer which will no doubt be accepted, as cycling is dead in Europe at the present time.

Linart is the champion pace follower of Europe, he having won the title at his home town last season. He also won the Grand Prize of Europe at Cologne, Germany, and accounted for the Golden Wheel at Antwerp, shortly after. He is also the holder of a number of world's records as well as track records in various parts of Europe.

Mitten Don't Qualify as an "Angel"

Many amateurs have far better records than their professional brothers in various lines of sport, but it took Worth Mitten, the Iowa professional, to demonstrate the real difference between amateur and professional bicycle riders. While in a jocular mood in Newark last week, Mitten said that he could take ten of the amateur riders, who are due to be turned professional for selling their prizes, and shake them off over a 17-mile course.

Seven of the future greats among the cash chasers accepted Mitten's offer and the ride took place over the Orange mountains on Thursday, 22nd inst. Among those who accepted Mitten's offer were Harry Kaiser, the amateur champion; Fred Weber, Fred Taylor and Eddie Madden, Newarkers; Gus Wohlrab, the Jersey City rider, and Willie Hanley and Ernest Ohrt, the San Franciscans.

No rider was to fall back further than 100 yards from Mitten and he was to finish within 50 yards of the Iowa man when the latter reached the starting point at the Newark Velodrome. If Mitten failed to rid himself of any of the party he was to stand treat for the supper that night to the successful ones.

As it happened, Mitten did not have to come across.

The route carried the party over the famous hill-climbing course at Eagle Rock, in Orange, over one of the Orange mountains and over a hill and dale course to the start. Only three riders survived the Eagle Rock hill with Mitten, who later got rid of them one by one, and at the Velodrome no riders were on the banquet eligible list, Fred Weber, the Newark amateur, being the last to be dropped on the strenuous ride, and he was dropped 10 minutes before the finish.

Bicycle Club Formed in California

The Terminal City Wheelman recently organized a new club, with a membership of 60, at Stockton, Cal. The club will have its headquarters at 422 North Stanislaus street. Its aim is to encourage bicycle racing of all kinds. The officials of the club are: F. Klotz, president; W. Thompson, secretary, and George Gorham, treasurer.

Recently Gorham and George Hines made a 300-mile trip into the mountains on their racycles after deer. They climbed St. Helena and went into Lake county. With their machines geared for mountain climbing, they started out for deer and had great success in hunting, bagging the limit.

Relating the Adventures of John Prospect

Having Been Stung by the Motorcycle Bug John Visits a Few Dealers and Hears Many Startling Assertions From Them

The first of a series of articles in which is told the experiences of John Prospect in quest of a power-driven two-wheeler.

Once upon a time John Prospect decided that he wanted a motorcycle. John Prospect lived in a town where there were three shops selling motorcycycles, all on Main street. So he took an afternoon off from the office, drew last winter's savings out of the bank, and went straight to the first shop, where the big A-B machine was on sale.

"I want to buy a motorcycle," he explained; "one that is reliable and comfortable to ride in."

What the A-B Dealer Said

The A-B dealer bustled up and got him a chair and smiled, and his smile was like a crocodile's for size. "Mr. Prospect, you are fortunate, because you have come to the only shop in town where you can buy a motorcycle that is a motorcycle."

"That so? I thought the C-D people down the street had a machine that was some pumpkins," remarked the visitor as he sat down and lit one of the dealer's best cigars.

The dealer looked surprised. "That C-D machine?" he laughed. "Let me tell you something that isn't being published by the fellows down the street. Those C-D's are made to look good, just like the girlies in the Odeon, same paint and slick get-up, but as for wear—well, the first time you went out to a lonely road seven miles from Anywhere that so-called motorcycle would lay down in the road and you couldn't make it turn a wheel if you worked at it all night."

"But they win half the races in the country," protested Mr. Prospect.

"Oh, they grab some dirty prize money on quarter-mile fair grounds tracks in towns like Koshockville when the race is fixed. But the record of those C-D's is a chapter of accidents; every product of that factory is a holy show with no intermission between the acts. Let me tell you something," he lowered his voice, "the ball bearings in those machines are tin, and if you ever heat your cylinders the mechanical oil feed is going to explode and your kiddies will be clipping the life insurance coupons"

"You don't say," exclaimed Mr. Prospect; "is it as bad as that?"

"Oh, worse, worse. Yes, sir, why those C-D's cost $50 a month in repairs, and—"

The dealer talked for an hour and told his visitor just how poor an article the machine down the street really was. By that time Mr. Prospect was about ready to go, and he thanked the other man for his warning. But when he left he felt less sure that he wanted a motorcycle; besides, he knew nothing more about the A-B than when he first came in the shop.

Passing the C-D agency down the block he looked in the window. The display was attractive, representing a scene in the autumn woods, and the new C-D model looked handsome. Mr. Prospect felt that he would like to possess a machine like that, and he walked in.

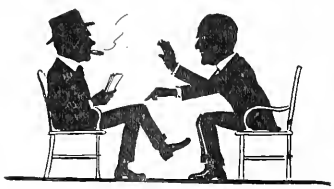
"I want to buy a motorcycle," he explained to the dealer who came to meet him; "a reliable machine that is comfortable to ride on."

The C-D dealer was short and stout and dark. A cigar was jammed in the corner of his mouth and his necktie was green when it should have been blue. When he smiled the corners of his mouth went down instead of up, and he looked as if a mouse could not get by him on a dark night.

Nobody Home But the Hammer

"That's fine," he said, giving Mr. Prospect the twice over from his shoes to his hat and back to his shoes again. "But I saw you go into the other fellow's up the street just a little while ago."

"So I did. He told me that your two-wheeler was no good, but it looked kind of nice in the window, and, anyway, blue is my favorite color. Will you size it up for me?"



"Oh, they grab some dirty prize money——"

"What!" yelled the dealer. "So that oyster up the street told you that the C-D was no good? He had better clean out his own bailiwick before he begins casting dirt our way!"

"Yes, but what about your new 1915 model; has it got a kick starter, and gear-driven oil pump?" Prospect gazed longing at the row of machines lined up against the wall. The dealer, too angry to answer him, shouted:

And That Was Certainly Going

"Everybody in town knows that when that A-B fellow wants to climb the 15 per cent grade on Main street in front of the shop he goes around by way of the railroad tracks and comes down the street from above. Only the other day I saw a fellow who said that his brother owned an A-B two years ago and the day after he bought it it lay down in sight of a hill."

"But it's a two-speed model; the catalog said so."

The dealer smiled, and the corners of his mouth went down. "Oh, yes, it's a two-speeder all right—one speed in the catalog and the other on the road. The connecting rod is lead, and the cylinders are pewter, German pewter. Last year they saw that their transmission was too rotten even for a machine like that, so they put in a worm transmission. And I'll give it to you straight," he lowered his voice, "they say that a worm will turn, but this one never has!"

"I thought the record of A-B's on endurance runs and road races was quite good," objected Prospect.

"They may have copped a few where all the entrants were A-B riders, but they fade when there's first-class competition. You see, the firm runs an information bureau to find out all the third-rate club endurance runs, where there is a chance for them to grab a medal. And let me tell you, those fellows on that information bureau earn their money—every cent of it."

The longer that the C-D dealer talked

the more Prospect felt as if he wanted a drink. He thought that it was a pity that the fine C-D three-speed twin was such a treacherous machine, while the noted A-B up the street was such a perambulating junk heap. So he went out to the corner saloon and pushed his face up against one of the old kind.

"Hello!" shouted someone, "If it isn't old John Prospect!"

He turned around and there was Sharp, on old college mate of his who had made a lot of money out of life, who was a live wire, and salesman for the X-Z factory, which was something new in the way of motorcycles. You knew that Sharp was a traveling man, because his shoes must have come from Boston, his tie from Chicago, and his hat from no other place than New York city.

"How's every little thing?" shouted Sharp as he grasped Prospect's hand. "Sail ho! and whither away. Yes, I'll take one of the same."

What Sharp Thought About It

"Two lame ducks," Prospect requested the bartender. "I'll tell you, Sharp, old man, I wanted to buy a motorcycle and I went to the A-B shop, and then to the C-D shop, but the dealers explained that the other machines were small pumpkins and if I bought one I would be in line for examination by the lunacy board."

"I don't know but what you would, old soldier," responded the X-Z man cheerfully. "Just as well you didn't buy. But let me whisper something to you: If you want to get a machine, one that is a motorcycle——"

"So that oyster up the street told you——"

"I was thinking of getting an E-F; they are said to be reliable, anyway."

Sharp did not lose his temper as the other dealers had done. He blew three smoke rings high up in the air and drained the last drop from his glass. Then he spoke.

"Reliable? An E-F? Oh, they are reliable enough—they will get you to the morgue eventually. But meanwhile when you rode one you would feel as if you were rehearsing your own funeral."

Prospect scratched his head.

"Of course I don't know much about such things," he answered. "I thought it would be kind of nice to putter around this village on an E-F single that wouldn't cost such a lot. I'd like to do that."

Those Reliable E-F Models

Sharp smiled sadly and shook his head.

"My boy, it's a good thing you met me when you did. So you were going to invest in an E-F single, with your eyes open, and with two hands to defend yourself with? Why that firm dates back to before the flood, and not a bolt has been altered in their models for two generations. They are enough to take all the "buy" out of bicycle and the "whee!" out of two-wheeler. When I saw those E-F's at the show in Chicago last week I thought they had escaped from the museum, honest I did. They weigh all of 700 pounds apiece and have so many parts that it takes the factory a week to separate them. The saddles must be mule's hides they kick so. The only time I saw one on the road was yesterday at Amesville."

"What was that one doing?"

"Oh, that was rigged up alongside an old farmhouse and seemed to be attached to some kind of a machine. I think it was a turnip cutter, or maybe a carrot cutter; I couldn't say which because the distance was to great to see distinctly."

Mr. Prospect paid for the drinks and shook Sharp cordially by the hand.

"Old man," he said, "I can never thank you enough. You have done me a great service, because if it had not been for you I might have bought a motorcycle."

"Hello, aren't you going to get one? Why our X-Z's are the newest——"

"No," said Prospect firmly.

"But we claim——"

"It's no use; if I bought one the first man I met would hurry off to tell the news to the undertaker, or something of the kind."

Prospect Is Sore on the Subject

"You ought to see our new 1915——"

"No." Mr. Prospect shook his head. "I started out this morning with the money in my pocket to buy a motorcycle. I knew that friends of mine had machines, and got lots of fun out of them touring the countryside and making business and pleasure trips on them. I knew that the A-B model was a good traveler, easy to pilot along the most troublesome roads, and capable of making a good 50 miles if necessary; that it was comfortable to ride on, and that you could control it without any mental stress or anxiety. But the C-D man told me so much about the inside dope on the A-B that I thought it might not be all that it was claimed to be. Then I went to the C-D place, after the other dealer had bawled it out, expecting that the C-D man might convince me by hard facts that the C-D was really a speedy, powerful model, that could show its tail lights to all the other fellows on the roads or in racemeets. It had that repu-

"Hello! if it isn't old John Prospect!"

tation. But he spent all of two hours in ragging the machine up the street without boosting his own make at all, and instead of convincing me that his make was really the best he convinced me that motorcycles were a good thing to let alone.

He Decides to Buy a Wheelbarrow

"Then I thought that one of the old, reliable E-F's might be better than any of these newer makes, but you tell me that even if it has an ironclad guarantee of efficiency there are so many drawbacks to it, such as weight, clumsiness, and so forth, that buying one would put me in the class of goops, and I've never been there yet."

"Then you are not going to buy a motorcycle?"

Prospect raised his right hand.

"Never!"

"What are you going to do with your money, then?"

"I am going to save up and buy a wheelbarrow, to get some joy out of life."

And he went home to Mrs. Prospect and the two little Prospects. Of course the little fellows expected to see a motorcycle come home with their dad, and when he appeared without one they began to cry. But their daddy told them that maybe, if they were very good he would try to get one for them some other time. This time, he explained, some bad men had come and stopped him when he wanted to get one, but they would not do it again.

At this news the little fellows cheered up, and everybody sat down to a good dinner which Mrs. Prospect had been keeping for them for an hour.

How the Dealer Can Present New Models

Being a Few Suggestions Regarding Local Advertising Which Can Easily Be Applied By Any One.

Aside from the question of general trade advertising which is done by manufacturers is the problem of local advertising which confronts the dealer.

A wise dealer is influenced in his choice of a line to represent by the amount of advertising which the manufacturer of that line does, but the wisest dealers know that in addition to the advertising of his principals it is necessary for him to supplement it with a selling campaign of his own.

Many manufacturers make this easy for the dealer and at least three motorcycle makers not only will supply cuts and model copy, but send out poster paper as well for local billboards, while some furnish slides for exhibition in moving picture theaters.

All these things are good, but the dealer in the average small town has opportunities which the manufacturers have not of knowing intimately the needs and preferences of his community.

The new models are coming along in a few months. Now is the time to plan a selling campaign which will be well rounded out and effective, and here is a sample of how you can do it:

Learn from your manufacturer the exact date on which the first shipment of the new stock will reach you. Set the day for your announcement and send out an invitation to all of your prospects like the accompanying illustration.

Make the occasion as much like a reception as your means and premises will permit. Call on your wife, sister or daughter, for some hints as to the appropriate treatment of callers at that time and make the public understand that the arrival of these new machines is really an event of importance.

The night before use the local paper, inserting an advertisement similar in wording to your card of invitation, or if your town has no daily paper use the nearest issue of the weekly. Get the editor of the paper or his representative to attend your reception and arrange to have him give an account of it in the following issue of the paper.

Procure a supply of the papers containing the notice, or reprints thereof, and circulate them among prominent prospects who were prevented from attending your opening, and write them a note saying that although you expect your stock to move rapidly yet if the factory does not fail you you will continue to have the new model, etc., etc., on display.

For a few weeks preceding Christmas run an advertisement about 4½ inches wide and as long as you can afford; surround it with a border of holly or

JOHN SMITH
Local Sales Agent for the
Perfect Motorcycle
takes pleasure in announcing that the first shipment of the
1915 Models
will be received on
December the Fifth
and you are cordially invited to an advance view of the same from 1 to 8 P. M. on that date at
824 Main Street

Suggestion for the invitation

Christmas bells—the paper will furnish this—and tell of the appropriateness of a motorcycle or bicycle as a Christmas present.

When snow falls mount your own demonstrating machine and show the public how easy it goes through.

In icy weather if you see a horse fall and break the shafts of a wagon get at once in touch with the owner of the outfit and talk delivery by cycle. Get notice of all this activity in your local paper.

If you get your picture taken in a snow storm send it to your editor, get him to use it.

If you succeed in having a local tradesman substitute a motorcycle and sidevan for his horse-drawn wagon, get him to mention in his advertising the increased facilities he offers in speedy delivery of purchases and be sure his rival tradesmen see it.

Read your paper regularly. If you see that a physician in another town is using a machine to the advantage of himself and his patients, call the attention of your local physicians to the subject.

These are but a few of the many ways of building business and other ways will suggest themselves to the live dealer with advertising instincts.

Remember the one to do a thing first has an overpowering advantage over his imitator. Therefore, in every case be original, and originality does not mean straining for the freakish, but any man who will be entirely natural is bound to be original, for no two of us are alike.

Put personality in everything you do and if your personality is of the right kind success will come automatically.

Purposeless Advertising

Don't advertise goods you haven't got in stock.

It creates a bad impression—and it does not help anybody.

If you think well enough of the goods to have the name emblazoned on your window you should be prepared to supply them.

There is an accessory dealer in a Michigan town who has a transfer sign taking up valuable space on his window, advertising an article he no longer sells and would not recommend.

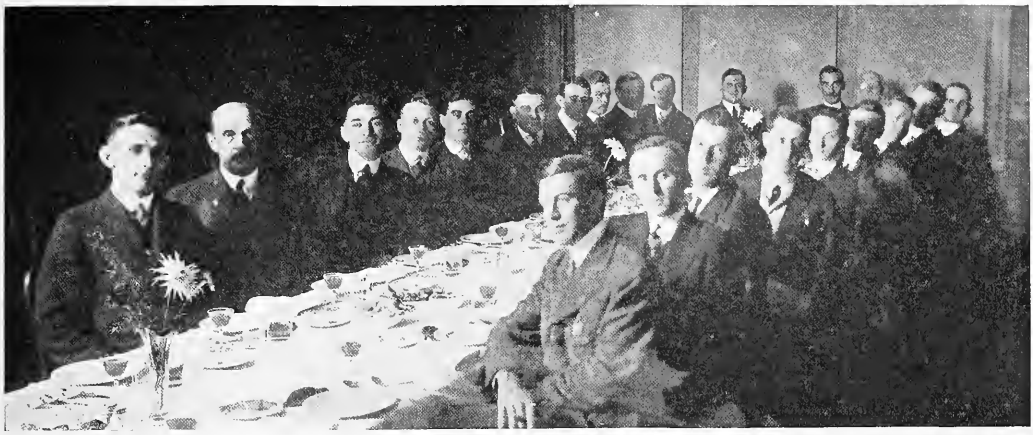
There is a car dealer in an Indiana city with a big red, green and white transparency on his window advertising the name of a certain car. It, the sign, has been there for two years. And the dealer has never owned or sold more than one car of this make—the original demonstrator. He never will—because he does not believe in that car. But he advertises it on four windows—and thus works harm to himself and an injustice to the manufacturer by his sneering answers when the car is inquired about.

A little elbow grease, a little energy, and a little thoughtfulness as to the negative value of such useless signs, will bring them all down to be replaced by live ones.

Never Cut on a Motorcycle

"If you sell your goods at list prices every one of your customers is a booster, for he knows he always paid as much for the machine you sold him as every other man in town.

"In every territory there are enough sales and enough money to keep every legitimate motorcycle man in business with a good profit to himself. Why not be a successful dealer? You can do it by right organization, and by getting a dollar for every dollar's worth of goods you sell."



The Hendee warriors at the banquet which ended their week's study of the new models, and where they heard farewell speeches

Indian Braves in Love Feast Before Taking to Trails

Members of the traveling sales staff of the Hendee Mfg. Co. concluded their annual factory convention and inspection of the new models of 1915 Indian motorcycles at Springfield, Mass., which had been in progress since October 1, with a banquet at Cooley's Hotel, last week, just before leaving for the Chicago show. This year's mobilization of the field men was marked by daily sessions, morning and afternoon, at which sales problems and policies were threshed out, and at intervals the program was varied by lectures and demonstrations by experts of the manufacturing department on the features of the new models and the value of the new testing laboratory, the latter proving a most interesting department because of the lessons which it taught.

Sales Manager Weschler presided, and in the course of his remarks said that in his memory the salesmen never before had prepared to go out into their territories with such enthusiasm and confidence in the new models as was displayed this year. Optimism was the keynote of the gathering and each man present felt that the coming season would be the best in the company's history, and every man was cheered by the good-fellowship of the gathering at the dinner.

Among the formal addresses of the evening were the following: "The Future of the Motorcycle Business," F. J. Weschler; "Good Methods of Closing Sales," F. J. Weschler; "Intensive Cultivation of Territory," E. M. Jackson; "Work of the Promotion Department," Geo. W. Sherman.

Those present, reading from left to right in the accompanying photograph, were: Ivan H. Jacobs, Ohio salesman; Edward Buffum, Toronto branch manager; W. J. Teubner, salesman, Western Pennsylvania, West Virginia and Kentucky; Ray Seymour, salesman, Minneapolis branch, North and South Dakota, Minnesota and part of Idaho; J. L. Seidell, salesman, Kansas City branch, Kansas and part of Missouri; Wilmer Reichert, salesman, Dallas branch, Texas, Louisiana, Arkansas and Oklahoma; B. Neustadt, Pacific Coast branch; E. G. Robertson, Eastern Pennsylvania, New Jersey, Delaware, Maryland and Virginia; H. H. Noyes, New York State and Northern Pennsylvania; E. M. Jackson, factory sales department; F. J. Weschler, sales manager; Geo. W. Sherman, promotion department; John MacDowell, salesman, New England; F. G. Coolidge, salesman, New England; D. A. Magill, salesman, Chicago branch; T. C. Butler, Jr., salesman, Atlanta branch, Georgia, Alabama, Mississippi, Tennessee and part of Florida; J. J. O'Connor, publicity department; W. G. McCann, sales department; J. B. McNaughton, sales department; A. R. Strong, salesman, Kansas City branch, Nebraska and parts of Missouri and Iowa; O. V. Atwood, salesman, North and South Carolina and part of Florida; J. H. O'Brien, parts department.

An Aftermath of the Show

F. J. Weschler, sales manager from Hendeeville, is pleased with the results of the show. What he says about it is this:

"I can find no word that can give full expression to my views of the Chicago show because this show is so far in advance from all viewpoints of any ever held.

"It was a real dealers' show, and they came prepared to do business. Everybody seemed to be busy. Each time that I would cast my eyes over the show it seemed to have the appearance of a large business corporation conducting its regular daily routine of business

"Never before in the history of the Indian have we closed so many deals as we did at this show. In fact, this morning I had our salesmen check up their order books, and in making comparisons with previous years I find we have taken six and two-thirds more business than at any show we ever attended. I am convinced that holding the show at this time attracted dealers that never before attended a Chicago show.

"The actual business done at this show and the demand for early deliveries is convincing evidence that business depressions over the entire country are being wiped out and that confidence in the present and the future is again restored.

"It is the best and greatest show I ever attended."

Strong Entertains Dealers

A. R. Strong, of the Kansas City branch of the Hendee Mfg. Co., entertained Ed. Marguardt, of the Ashbourne Cycle Co., Burlington, Ia.; Ed. McCarty, of St. Joseph, Mo.; Sam Board, of Omaha, Neb., and Otto Gudenschweger, of Des Moines, Ia. All dealers were well pleased with the 1914 business and their outlook for next year is optimistic in all ways.

Following the Dealers' Movements

In Alliance, O., Owen Jones has taken the agency for the Pope. He also handles the Merkel.

The Canton Motorcycle Co., of Canton, O., has contracted for the Harley-Davidson agency in that vicinity.

O. Hoekena, of Hammond, Md., is optimistic over the 1915 outlook. He will sell Excelsior machines.

Earl Weller, of Portland, Ore., is going to handle the Dream tandem. He has established the Weller Co. in that city.

The Rollins bicycle store in Corpus Christi, Texas, has been moved to 417 Chapparal street. Formerly it was located in the City Hall building.

A new shop to handle a general motorcycle and bicycle business has been opened by Merkel & Spacher, Rochester, N. Y. It is located at 214 Jefferson avenue.

A. B. Hickey, of Puyallup, Wash., has had a very good season with the Excelsior, having disposed of 18 machines, which makes a total sale of 75 in the Puyallup Valley.

William Thul has taken over an agency for the Harley-Davidson motorcycles at Ames, Ia. For that purpose he came to the show to sign up and was well pleased with the exhibits.

The business of James F. Cox & Sons in New Haven, Conn., will be transferred to Peter H. Cox, the junior member of the firm. The firm will continue its present liberal policy towards its clients. It is located at 508 State street.

R. E. Morrison and S. L. Clark, two experienced motorcycle dealers, have entered into a partnership under the name of Indian Motor Sales Co. of Middletown, O. They have had assigned to them Warren and Butler counties.

Arch Rife, a well-known endurance rider and winner of many first prizes, has joined Charles W. Howard in the establishment of a repair-shop at 89 North Broadway, Portland, Ore. The name of the new shop is the Motorcycle Repair Shop.

It now comes to light that Theo. P. Tremper had to take $100 from Archie Taft, of Seattle. Of course he disliked very much to do it and states that it was only with the help of his Thor machine that he was enabled to make the easy money.

W. H. Patterson and C. A. Volzer, of the Patterson-Volzer Co., Excelsior dealers in Canton, O., saw the show. They announced their removal to larger quarters at 700 Twocard street, where they will have two floors. To their stock they have added the "Flxible" sidecars

Badge worn by Harley-Davidsonites at show

Wm. Waking, of Waking & Co., of Richmond, Ind., has sold motorcycles for the past 12 years and laid claim, at the show, to the distinction of being the pioneer dealer of Indiana. Waking & Co. will look after the Yale and Indian interests in Wayne and Union counties for 1915.

Leroy Debolt, who handles bicycles, Indian motorcycles and supplies at Puyallup, Wash., has sold, during the past season, 20 Indians, including two sold to Pierce County. At the Western Washington fair, held at Puyallup, Debolt had an attractive booth, displaying his machines to advantage.

O. P. T. Daenitz, Northwestern representative for the Harley-Davidson Motor Co., has been nominated for F. A. M. director for the Northwest. Daenitz is an enthusiastic motorcyclist. With his motorcycle and sidecar, he and Mrs. Daenitz have covered almost the whole Northwest the past season, being the first ones to have crossed the Cascade Range.

H. D. Jenkins has become agent for the Indian at Clinton, Ia. He succeeds Martin Ebsen, who will devote all his time in the future to selling bicycles. Jenkins was formerly an Indian dealer at Maquoneta, Ia., for two years, and now has opened a well-equipped shop at 316 North 3rd street, in Clinton. Already he has sold two machines to rural route carriers and a sidecar outfit to a local photographer.

Tremper, agent for the Thor in Seattle, made a bet with Archie Taft, Excelsior booster, that his machine could make the two-mile Tacoma Speedway in 1:35 and on September 22nd the test was made and and on the first lap of the trial the Thor's time was 1 minute 34⅘ seconds. Subsequently the motor was taken down —as per agreement—showing the loser it was a stock motor. George Brennan was the rider.

The Houston Motorcycle & Supply Co., of Houston, Texas, have had a successful season. They have sold during this, their first year as Harley-Davidson dealers, 68 machines, of which 90 per cent were twins, and several sidecars. The members of the firm are Herbert Flake and Fred Greenbaugh. They feature the partial payment plan and maintain, besides a well-equipped repair-shop, an efficient service department.

E. J. Metcalf, who this year bought the controlling interest in the Inland Motorcycles Co., of Spokane, Wash., distributers of Excelsior machines for Montana, Northern Idaho and Eastern Washington, reported the sale of over 200 machines during the season. They sold four motorcycles to the city of Seattle and three to the telephone company. A large demand was found for second-hand machines in this territory. The Inland company specializes in the deferred payment plan of selling machines.

Yales at Chariton, Ia., will be sold by W. B. Dutcher. He signed up for 1915 at Windy City.

Sheboygan, Wis., can be furnished with Yales by Dave Artman. Artman reported a good business.

Constandin Kuzaroff will act as Dayton agent at St. Paul, Minn. He renewed his contract at the Dayton booth.

R. E. Morrison has taken the Pope agency at Middletown, O. He has opened a well-equipped garage at 108 South Broadway.

West Union motorcyclists can get their supplies from H. W. King. That Iowa dealer will handle a full line of Harley-Davidsons.

W. J. Metcalf will be a distributer of the Excelsior in Spokane, Wash. He came to Windy City representing the Inland Motorcycle Co.

F. S. Long represented the Osborn Leishaar Co., of Washington, D. C. He renewed his allegiance to the Henderson Motorcycle Co. for 1915.

Pope will be represented in Cedar Rapids, Ia., by an able dealer. F. R. Whitney came to the exhibits to see the new models and was well pleased.

Martin Olson, a Marinette dealer, became filled with enthusiasm when he saw the new Indian and Dayton models. He will sell both in his Michigan city.

Yale and Henderson models will be handled in Pittsburgh, Pa., by Harry D. Minel. He likes the new models of both makes and signed up for the season.

L. A. Yost, of the Reading-Standard Motorcycle Co., came up from Kansas City, Mo. He was well pleased with what he saw and has signed up for next season.

Geo. Evans, Excelsior traveler for Ohio and Indiana, has moved his home to Kokomo, Ind. In that city he has the advantage of being more centrally located.

The "Bike Shop" of Fostoria, O., was represented by F. A. Copley at Chicago, where he gave the new offerings the "once over." Indians will be sold in that shop for the 1915 season.

C. H. Lang, Harley-Davidson distributers for Chicago and Cook County, said that he had a carload of 1915 machines sold at the time of the show. A carload only contains about 70 machines, don't you know.

Bert E. Heinz, not one of the 57 varieties, but of the Heinz Cycle Co., came to Chicago from Baltimore, Md., eager to see the latest in cycling. He has decided to remain a Harley-Davidson dealer in his city.

A large number of sidecars were disposed of in Milwaukee and vicinity, according to C. A. Carpenter, secretary of the Wisconsin Motorcycle Co. Carpenter also reports a good demand for second-hand machines.

With plenty of mud and rain en route, "Mud" Gardner, the famous racer of Mansfield, O., where he has taken an agency for Harley-Davidsons, rode to the show on an Excelsior equipped with a Miller side seat. He was accompanied by Ray Jamis.

P. L. Peck and Lee Baker, under the firm name of Beck & Baker, are handling the Indian at Elgin, Ill. This is their first year and they report a good demand for twins and second-hand machines. From them Wm. Garbe has taken a subagency at Wheaton, Ill.

Austin W. Burges, who has been traveling in Texas for Harley-Davidson, will have Oklahoma, Louisiana and New Mexico added to his territory. This is in recognition of the fact that his 1914 sales showed an increase of 100 per cent over the preceding year.

H. F. Hildreth, formerly vice-president and assistant manager of the Thor Motorcycle Co., of Boston, Mass., has retired. The interests of that concern were represented at Windy City by W. F. Mann. Mann closed the contract with the manufacturers covering 1915 business.

P. E. Zimmerman, known as "Zim," Short Grass traveler for Excelsior, made his headquarters at the Hotel Wychmere during the show. In his room nightly reunions were held by the Kansas boys. They related experiences on the Short Grass tours and everybody had an enjoyable time.

C. F. Sauer, of the C. F. Sauer Co., New Orleans, La., has signed up for Harley-Davidsons for 1915. They have just sold an outfit to the New Orleans Railway & Light co. During the winter they keep their mechanics busy overhauling old machines and getting things in shape for the spring rush.

Delighted with the show, H. N. Kirk, sales manager of the Aurora Automatic Machinery Co., says that he wrote up enough Thor business to cover one-half the production of the factory for the coming season. He met dealers from all over the country and an especially large number came from California.

C. F. Markley, formerly a Harley-Davidson agent at Wichita, Kan., is now located at Manhattan, Kan., where, under the name of Markley-Smith Motor Co., he is again selling Harley-Davidson machines. A successful quick parcel delivery service has been established by Markley, in which he uses two machines.

A firm believer in exhibiting at fairs hailed from Beaver Dam, Wis. Elmer R. Dinsch is a Harley-Davidson dealer and showed off his wares only recently at the Dodge County Fair. He was assisted by the manufacturer's salesman, F. S. Schlerger. Souvenirs were given away by Dinsch and many inquiries were received.

Carl Goudy, the well-known Excelsior racer, has sold out his interests in the Excelsior agency at Fairbury, Ill., to his partner, Hansen. After the first of December he will become a salesman for Gerton & Hoffer, Los Angeles, Cal., Excelsior distributers. In the meanwhile Goudy will race on the coast on his own account.

Scott & Muller, Harley-Davidson dealers in San Antonio, Tex., reported the sale of 30 machines, three sidecars and three delivery outfits. They foster time payments by getting $100 down and $25 monthly. W. A. Scott and Lee Muller, the members of the firm, were hustlers at the show and are an example of what young men of ability can do in selling motorcycles.

Victor Roos, Harley-Davidson dealer at Omaha, Neb., makes a specialty of sales to commercial interests. In 1914 he sold 6 machines to the Omaha Police Department, 3 to the water works, 3 to the telephone company, 4 to department stores and 9 to the local electric light company. Roos believes in advertising, as is attested by the fact that he has spent $1,800 last season in keeping the Harley-Davidson machines before the public eye.

Artistic cover of 1915 catalog of the Miami line of bicycles—one of a series

Artistic Catalogs From Miami

Tinted in bright colors and pleasant to look upon are the catalogs of the Miami Cycle & Mfg. Co. The covers show scenes from streams and woodland, photographs of great attractiveness and tastefully finished in a single-tone color.

The scenes represent in every case some stream where people come for rest or fun. One shows a man and woman who have left their machines on the bridge and have come down to the banks for a quiet hour of talk. Another shows a girl, presumably waiting for someone to come and share her contentment, where she is sitting in the tall grass in the shadow of the willows.

Such pictures as these recall the good times we all had in the spring and summer and make us wish winter was not coming on to put an end to such pleasant excursions as these.

But the covers are not the only attractive part of these catalogs; the inside pages are finished from the best and heaviest paper, and the illustrations showing the Miami line of goods are of the highest order. To turn the pages of such a catalog is to receive the impression that the goods shown are of just such a high order. If all circulars and trade literature were finished in this manner looking over them would be a pleasure.

Tire and Rubber Prices Lower

Not only have tire prices reached the level from which they ascended at the outbreak of the European war, but at least one reduction has been made. The United States Tire Co. has made reductions in its chain tread casings, ranging from about 4 to 15 per cent. This is a reduction from the before-the-war list and the cut is larger on the smaller sizes.

October 1, when United States returned to the old list, Goodrich and Diamond did likewise, and the day following, October 2, the Fisk Rubber Co. also went back to the old list.

Crude rubber, which was 55 and 70 cents a pound before the war sent it to about $1.10, has returned to about 65 cents, but there is little buying. Some deliveries are being made, both of Para and Brazilian, but manufacturers seem to be holding off for fear the bottom price has not yet been reached.

"Trade Is Booming," Says Hamilton

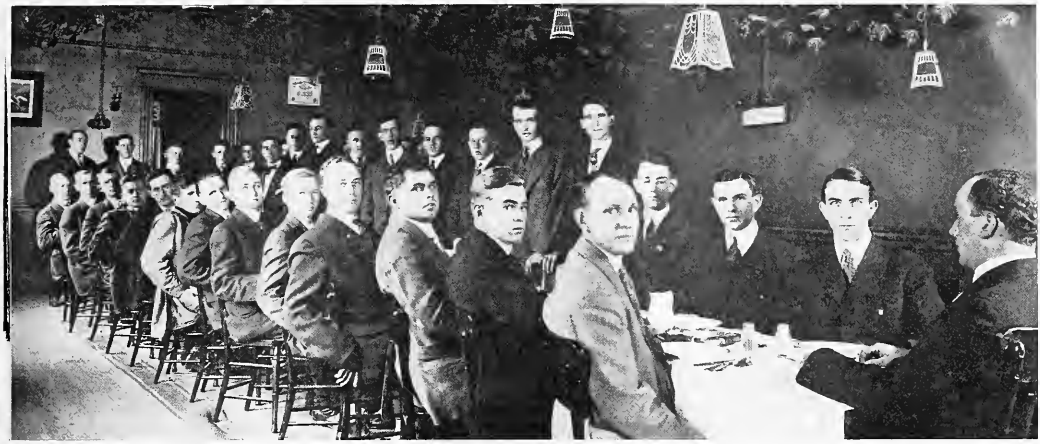
"The bicycle trade is booming," says B. T. Hamilton, proprietor of the Hamilton Light Store and Bicycle Shop, Wichita, Kan. This dealer states that he is selling more bicycles than ever, especially seconds, averaging a used wheel every day and three or four new bicycles a week. Mr. Hamilton says that on account of the demand for wheels one factory is turning out 15,000 bicycles a month.

Mr. Hamilton has been in the bicycle business fifteen years. He established a store at 1230 East Douglas avenue, in a small shop, four years ago. His business grew rapidly and two years later he moved to larger quarters at 1204 East Douglas avenue.

Hamilton is a bicycle rider of note and for many years has arranged the Fourth of July races in Wichita.

The following Excelsior dealers came from Indiana to see the new models in Chicago: Koskey Harwood, of Marion; Baker Bros., of Frankfort; E. G. Metzger, of Lafayette; Sonnesborn Sons, of La Porte; Frank Andrew, of South Bend; L. Bingler, of Goshem; B. C. Cook, of Warsaw; Chas. Kirk, of Muncie; Ed. Arnold, of Logansport; Ray George, of Columbus.

Reproduction of the large colored poster sent out by Fentress-Newton Mfg. Co.



One of the Harley-Davidson "round table" gatherings in Milwaukee, where dealers from all parts of the country were guests

Harley-Davidson Dealers in Their Annual Reunion

A feature of the annual reunion of Harley-Davidson dealers at the factory was the daily round table at dinner time in the Miller cafe, near the plant. This picture is typical of the gathering on one of the days.

The gentleman at the end of the table, nearest the camera, is W. J. Ruhle, of the Harley-Davidson sales force. Reading away from the camera on the near side of the table are seated, first, P. B. Duncan, of Springfield, Missouri; then follow Wm. Alton, also of Springfield; Carl Asimus, Cincinnati, Ohio; Walter W. Whiting, Denver, Colorado; C. D. Chamberlain, Dennison, Iowa; Louis F. Bradburn, Canandaigua, New York; A. E. Johnson, Jamestown, New York; Herbert G. and H. J. Kline, Louisville, Kentucky; Walter Kleimenhagen, Austin W. Burges, H. W. Hascall and Al. Voelz, all of the Harley-Davidson sales force.

Seated at Mr. Ruhle's right is Carl W. Bush, of Bush & MacDougall, Newark, N. J. The next gentleman is Al Peters, of H. L. Peters, Buffalo, N. Y.; to his right is Leo Smith, of Grand Rapids, Mich. The first gentleman standing is Ben Bresee, Fresno, Cal.; and then William Rosema, John Foster, William Parsons, Thomas Hamilton, R. E. Heth, Charles Blakeslee, W. Byrn Hull and Roy Chipman, all riders, of Grand Rapids.

Standing against the wall to the left and reading from left to right are E. R. Durkee, T. A. Miller, W. E. Holley, L. H. McDonald, A. C. Schleiger, of the Harley-Davidson sales force.

The Harley-Davidson dealers came to the show in strong numbers. Here are some of the Harley-Davidson visitors:

J. M. Johnson and wife, Marshalltown, Ia.; C. A. Pierce, Johnstown, Pa.; H. W. King, West Union, Ia.; Edwin Keller, Topeka, Kan.; Wm. Stranahan, Pratt, Kan.; W. W. Waugh, Bowling Green, O.; Leland Radford, Martinsville, Ind.; Harry McMeer, Jackson, O.; F. E. Brooks, Vincennes, Ind.; Paul E. Gott, Union, Ill.; L. S. Higham, Ft. William, Ont.

V. W. Getts, Waverly, Ia.; Geo. S. Burrows, Fond du Lac, Wis.; G. C. Wartz, Richland Center, Wis.; Oliver Newell, Washington, Pa.; F. F. Cummins, Carrowsburg, Pa.; L. J. McKahm, Waynesburg, Pa.; A. B. Crosby, Aurora, Ill.; C. D. Calloway, Lexington, Ky.; G. L. Potter, Syracuse, N. Y.; Art. O. Lemon, Youngstown, O.; J. Dean Haupley, Maquoketa, Ia.

Jas. A. Trent, Knoxville, Tenn.; G. Earl Whitten, Brockton, Mass.; Herbert J. Kline, Louisville, Ky.; John Lang, Waterbury, Conn.; Jos. Miller, Burlington, Ia.; E. H. Hall, Cedar Rapids, Ia.; N. C. Hopper, Salt Lake City, Utah; S. C. Hamilton, Pittsburgh, Pa.; J. C. Moran, Astabula, O.; J. H. Thomas, Greensburg, Pa.; A. E. Osterhill, Stoughton, Wis.; Victor H. Roos, Omaha, Neb.; H. O. Hornbake, Brownsville, Pa.; R. L. Bacon, Pittsburgh, Pa.; J. F. Zeman, Prairie du Cheim, Wis.; A. Drouhard, Wichita, Kan.

P. J. Haynes, Columbus, O.; Geo. F. Ells, Elmira, N. Y.; Roy M. Martin, Keokuk, Ia.; Ben Bresie, Fresno, Cal.; E. R. Allen, Checokee, Okla.; P. B. Duncan, Springfield, Mo.; Louis G. Bradburn, Canandaigua, N. Y.; S. D. Burchenal, New York, N. Y.; W. E. Haldeman, Downing, Mo.; D. M. Strong (Brownie), Enid, Okla.; C. W. Cole, Newton, Kan.; B. O. Ostrander, St. Paul, Minn.; W. E. Wandersee, Detroit, Mich.; C. H. Lang, Chicago, Ill.; Alex. Klein, Philadelphia, Pa.; J. Clarence Loftus, Providence, R. I.; Allen S. Frizzell, Athol, Mass.

K. I. Konvalinka, Mason City, Ia.; J. E. Drouhard, Danville, Kan.; Simpson & Halderson, Glasco, Kan.; P. J. Karpen, Ashton, Ia.; J. B. Shelton, Hastings, Neb.; A. R. Crouch, Bloomington, Ill.; H. J. Ellis, Brooklyn, Wis.; H. W. Poage, Lima, O.; H. G. George, Canton, O.; J. F. Brannon, Alliance, O.; Edw. Petersen, Oskaloosa, Ia.; H. O. Jennison, Dighton, Kan.; A. C. Stansbury, Canton, Ill.; N. E. Van Denburg, Findlay, O.; Ira R. Albert, Waterloo, Ia.; Chas. H. Siems, Fargo, N. D.; Leo Crowell, Battlefield, Mich.; Scott Griffin, Battlefield, Mich.

T. R. Anderson, Erie, Pa.; C. E. Martin, Plattsburgh, N. Y.; Ralph Mount, Marion, O.; Elmer R. Dinsch, Beaver Dam, Wis.; R. W. Sayre, Los Angeles, Cal.; Fred Barr, Davenport, Ia.; Arthur Lemon, Youngstown, O.

Fred D. Johnson, McKeesport, Pa.; Bunny Paine, McKeesport, Pa.; F. S. Williams, Villisco, Ia.; Chas. J. Thompson, Winnipeg, Can.; J. L. Haines, Creston, Ia.; Jeff H. Heston, Peik, Kan.; Kenneth Gilifillan, Kenaganee, Ill.

Foreign Stars For New York Grind

Manager Floyd MacFarland of the Cycle Racing Association, who is to be in full charge of the New York six-day race next month, has arranged for several foreign cycle stars to appear in the contest. George Seres and Louis Darragon, two French motor-paced men, the latter the paced champion of that country; Francesca Verri, the Italian, now on the sea bound for New York on board the Roi d'Italie; Franz Suter, the Swiss, and Gustav Schilling, the Hollander, are among the men that will be brought over. Oscar Egg, the unpaced king of the land of the Alpine climbers, is now in this country and will be paired in the Madison Square Garden race with Verri. Several of these stars will ride in the preliminary sprints which will be held in the Garden, November 14.

Fay Turns 75 Miles in 3:19:23

That fast riding at long distances is not confined to professionals was proved when Fred Fay, of Meadville, Pa., riding a Pierce bicycle, recently turned 75 miles in 3 hours, 19 minutes and 23 seconds.

Fay's race was the outcome of a remarkable proposition. The Meadville rider, who is noted locally for his sterling performance when he clocked well under 18 hours for the double century road mark, offered to average for 75 miles better than any other local rider's time in a single mile. H. Weiser was selected to set the best time he could for one mile, and the result was 2:41¾.

Fay began his ride promptly, covering the first mile in 2:40½. At the end of the first 10 miles his time was 24 flat, at the 25th mile the timekeeper's clock showed 54 minutes, and at 50 miles 2 hours and 5 minutes. The fastest lap of the mile track was turned in 2:18.

Fay was paced by a motorcycle and during the entire time closely followed his pace maker. For an amateur record, done on a dirt track, the time is remarkable, and if Fay enters the six-day grind in New York, as he is thinking of doing, he may make good in the fast company.

Good Roads In Alaska

Is it possible to use a motorcycle in Alaska, is a question which has been discussed recently by Pacific Coast motorcyclists. It certainly is. Along the line of the road from Skagway the highway is not only in excellent shape, but there it is possible to see some of the most magnificent scenery in the world.

Alaska also has a good road from Skagway to Dawson, which will give the motorcyclist two routes by which the interior may be reached. It is also a probability that a road will soon be built to connect Dawson with Fairbanks, and when this is done one will be able to make a journey of about 2,000 miles in Alaska, leaving the coast at one point and returning to it at another a short distance away.

An Ohrt Day on the West Coast

The Western or Pacific Coast championships were decided at the Stadium Sunday, the 11th inst., before a large crowd, and Hans Ohrt proved to be the all-round champion, winning the three events. Eddie Carroll was runner up. Two spills marred the races. In the back stretch in the last lap of the one-mile championship Harry Spence, Harry Hoffman, Walter Jones and Doc Prior went down for a few bruises. Leslie Drury and Fred Hoffman went down over the tape in the five-mile final. Ohrt, of the Centuries, totaled 15 points, Carroll and Fred Hoffman of the Acmes 5 and 4 points respectively, and Eisentrout of the Garden City club 3 points, Ohrt scoring more points than all others.

Ohrt won the one-mile championship; time, 2:04⅗. He won the three-mile championship; time, 9:53⅕. He won the five-mile championship; time, 16:20. It was Ohrt day, all right.

Two-Wheelers Use Little Gas

In an economy run recently made by the Aberdeen (S. Dak.) Motorcycle Club some interesting results were obtained. O. M. Erickson rode 82.8 miles on one gallon of gasolene. E. A. Wood made 78 miles, A. M. Olson 69 miles, and W. A. Burnham 67.8 miles to the gallon. H. M. Pierce, the only entrant in the single cylinder class, succeeded in getting 84.2 miles out of a single gallon of gasolene.

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Do it Now

IF you are awake to opportunity when she knocks at your door, you will keep a close eye on the HENDERSON.

Some of the most successful dealers in the country are now handling this line.

It is safe to follow the lead of successful men.

Your opportunity may be here now.

Perhaps, if you do not grasp it, some one else will be handling the HENDERSON in your territory when you do want it.

Do not accuse the other fellow of being lucky.

He simply saw his opportunity.

Write for our proposition.

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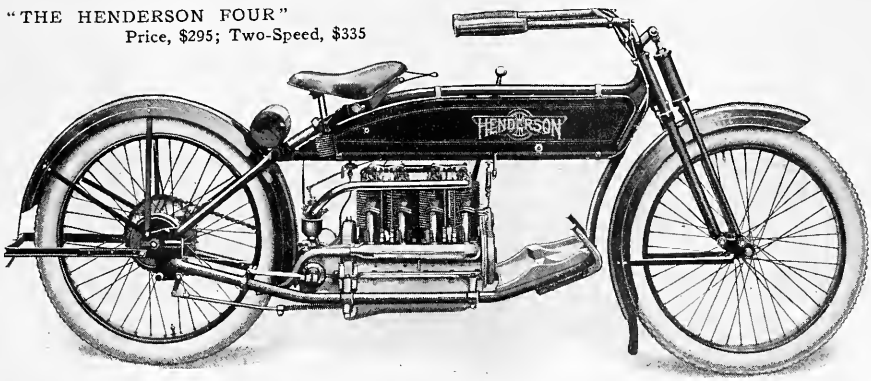
DETROIT **MICHIGAN**

"THE HENDERSON FOUR"
Price, $295; Two-Speed, $335



Everyone attending the
merry chuckle issue from
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Just Like

They backed up their verdict with
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more business than we ever
This is a great tribute to th
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(Largest Motorcycle M

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have produced six and two-thirds
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The use of the Diamond Motorcycle Chain is a protection against unnecessary repair bills—in fact, against all repair bills except those resulting from accident or natural wear.

For sale by jobbers and dealers

Look for This

TRADE ◇ MARK.

On Every Link

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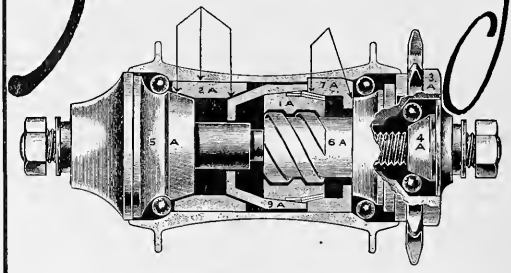
Capacity 8,000,000 feet per year

5 Points of Safety



It's the three braking surfaces and the two driving surfaces, in a thoroughly trouble-proof design that makes the supremacy of

THE ATHERTON COASTER BRAKE

Riders want the best when it comes to a Coaster Brake. It means so much in a possible emergency. Dealers want to handle the Brake that they can honestly recommend.

Put an ATHERTON COASTER BRAKE on your wheel and feel absolutely secure!

Cut Out the Worry—Ask for Circulars

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Sell the Genuine NEVERLEAK TIRE FLUID

SELL the one standard, time tested, absolutely reliable tire fluid, used by riders everywhere for healing punctures in bicycle tires. It's the one kind that gives positive satisfaction to all.

Heavily Advertised

Take advantage of the big advertising campaign on Neverleak Tire Fluid. It is sending thousands of riders into stores and repair shops looking for the genuine Neverleak in the green, white and yellow tubes, that retail for 25c.

You make a splendid profit on Neverleak and get valuable premiums in addition. Write for further information at once.

BUFFALO SPECIALTY CO.

BUFFALO, N. Y. U. S. A. BRIDGEBURG, ONT. CANADA

From Coast to Coast

No matter where you go the F-N Line is always in evidence. Sixteen different articles, each one distinctive and exclusive with us. Are in themselves creating a demand that no dealer can afford to pass by. If the F-N Line is not in your stock, write us for catalog and prices. "It's Worth While."

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253-255 Lafayette Boulevard, Detroit, Mich.

Patented

FOR SALE

One Single-cylinder Jefferson Motorcycle, Absolutely New. List Price, $215

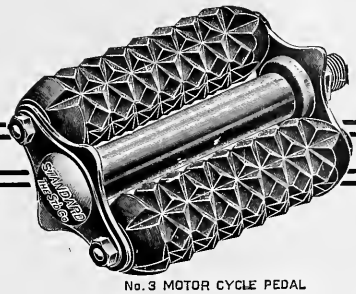
CAN BE HAD FOR

$125 Cash

F. O. B. New York

Address C. V. F., Care Bicycling World

NEW YORK



No. 3 MOTOR CYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company
TORRINGTON, CONN.

Pope

THE BIG HIT AT THE SHOW

Were the new 1915 models of Pope Bicycles and Motorcycles

28 Refinements Every requirement provided for in mechanism which has been tried and found correct. Luxurious equipment superb finish

50 distinct models of bicycles provide machines for every service.

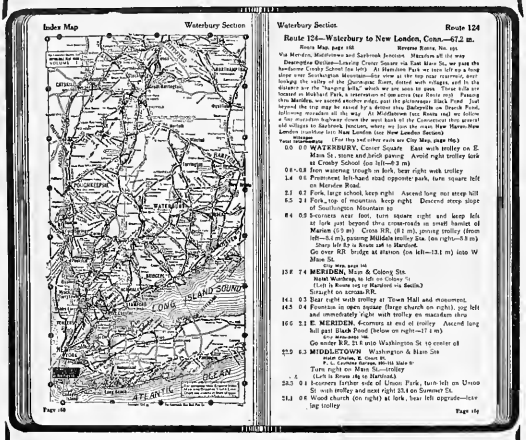
The world known lines, Columbia, Rambler, Crescent, Cleveland and Tribune show more than ever their individuality. | Artistic new and durable types of tires. The extreme in comfort of saddles.

THE POPE MANUFACTURING CO., 4 Cycle St., Westfield, Mass., U.S.A.

Clubs!! Do Your Members Tour?

You need this book to guide you and the sample pages below show how full is the information given.

The Blue Book is the authority used and quoted by practically all who tour.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Waterbury Section
Waterbury Section. Route 124
Route 124—Waterbury to New London, Conn.—67.2 m.
Route Map, page 188
Reverse Route, No. 125
Via Meriden, Middletown and Saybrook Junction. Macadam all the way.
Descriptive Outline—Leaving Center Square via East Main St., we pass the handsome Crosby School (on left). At Hamilton Park we turn left up a long slope over Southington Mountain—one of the top most reservoir, overlooking the valley of the Quinnipiac River, dotted with villages, and in the distance are the "hanging hills" which we are soon to pass. These hills are located in Hubbard Park, a reservation of 200 acres (see Route 200). Passing through Southington, we continue over the mountain, and from the top of the hill beyond the city may be viewed for a distance three Shelbyville on Church Pond, following macadam all the way. At Middletown (see Route 125) we follow a fine macadam highway down the west bank of the Connecticut thru several old villages to Saybrook Junction, where we join the main New Haven-New London (northern line) New London (see New London Section).
Miles Between Cities
Total Miles Run
Page 188
Page 189
WATERBURY, Center Square. East with trolley on E Main St., stone and brick paving. Avoid right trolley fork to Crosby School (on left—0.3 m).
Bear watering trough in fork, bear right with trolley
Prominent left-hand road opposite park, turn square left on Meriden Road.
Fork, large school, keep right. Ascend long but steep hill
Fork, top of mountain, keep right. Descend steep slope of Southington Mountain so
Reservoirs near foot, turn square right and keep left at fork just beyond thru cross-roads in small hamlet of Marion (0.5 m). Cross RR. (0.2 m), proving trolley (from left—0.4 m), passing Middale trolley Sta. (on right—0.8 m) Sharp left & R. Route 128 to Hartford
Go over RR. bridge at station (on left—13.1 m) into W Main St.
MERIDEN, Main & Colony Sts.
Hotel Wardwell, to left on Colony St
(Left to Route 125 to Hartford via Berlin)
Straight on across RR.
Bear right with trolley at Town Hall and monument.
Fountain in open square (large church on right), jog left and immediately right with trolley on macadam thru
E MERIDEN, 4-corners at end of trolley. Ascend long hill past Black Pond (below on right—17.1 m)
Go under RR. 21.6 into Washington St. to center of
MIDDLETOWN, Washington & Main Sts
Hotel Clarke, E. Court St.
P. O. Courtesy Corner, 100-ft. block N
Turn right on Main St.—trolley
(Left to Route 189 to Hartford.)
Scenic drive
Scenic drive further side of Union Park, turn left on Union St with trolley and next right 25.1 on Summer St.
Wood church (on right) at fork, bear left opposite—love log trolley
ATLANTIC OCEAN
LONG ISLAND SOUND

$2.50 Per Volume

Volume 1.	.	New York and Canada.
Volume 2.	.	New England and Maritime Provinces.
Volume 3.	.	New Jersey, Pennsylvania and Southeast.
Volume 4.	.	Middle Western States.
Volume 5.	.	Mississippi River to Pacific Coast.

Motorcycle Clubs will be performing a distinct service to members by purchasing one of the new Wall Maps—a separate map for the territory covered by each volume. Price, $1 each.

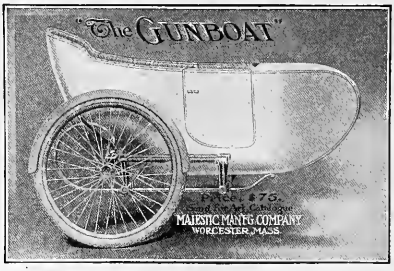
Shipments Made Promptly From Stock On Hand

Bicycling World and Motorcycle Review

239 West 39th Street, New York

FIRST BATTLE WON

The Chicago Show, the Opening Skirmish of 1915 is Passed
MAJESTIC WINS



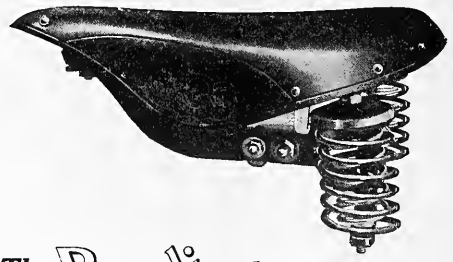
THE GUNBOAT and WINDSPLITTER, With a Numerous Flotilla of Smaller MAJESTIC SPECIALTIES Score Decisive Victory

ENTHUSIASM over the Majestic Side Cars at the show was unbounded. The many improvements of finish and additions of strength and comfort giving details was a source of endless comment throughout the week. Many dealers placed orders for demonstrating outfits for immediate delivery. Were you one of them?

MAJESTIC MANUFACTURING CO.
WORCESTER, MASS.

Are You Riding a Saddle Today Which Does Not Give You Comfort?

Does your saddle almost break your back when you hit any slight obstruction? Do you come in from a run feeling sore and lame from the jars and shocks of your saddle? **If so, the solution:—**



The Reading *Saddle*

and "Top-Notch" *Spring*

Its construction has been designed to overcome every known discomfort and annoyance which a rider experiences through his saddle.

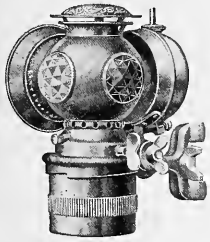
Proven The Best By Test

Write for Catalogue

The Reading Saddle & Mfg. Co.
Reading, Pa., U. S. A.

Solar Dash Lamps

Always Satisfy



Model 3 D. S.
Price, $3.50 Each

FULL NICKEL with bracket for cycle fork or carriage dash. Ruby jewel to rear and white jewel to side.

Positively guaranteed not to jar or blow out. Projects the most powerful white light 100 feet ahead. Complies with laws. Insures safety to users.

On Sale By Leading Jobbers and Dealers Everywhere

THE BADGER BRASS MFG. CO.
NEW YORK CITY AND KENOSHA, WIS.

Two-Speed Gears for Indians and Excelsiors

INDIANS and Excelsiors, 1912 or 1913 models, can now be fitted with the patented Yale planetary two-speed gear without alterations or machine work. It brings them up to date and gives a wonderful increase in the all-round ability of the machine. Same transmission as used on the new Two-Speed Yale.

Have the Yale Dealer apply this transmission to your machine.

THE CONSOLIDATED MFG. CO.
1709 Fernwood Ave., Toledo, Ohio

The HANDY ELECTRIC MOTORCYCLE HEADLIGHT

DEALERS:
SIMPLICITY—STRENGTH SATISFACTION

These three words are constantly written us by riders who have equipt with THE HANDY ELECTRIC HEADLIGHT.

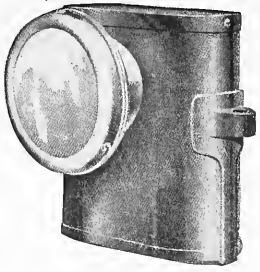
ARE YOU AWARE of the selling value of these three words? Used by the Riders, they mean money to you.

Write for particulars

Handle "THE HANDY"

The Head Lamp is supplied with current from two ordinary dry cells which can be obtained in any hardware store and yet burn from 36 to 40 hours intermittently without replacing the cells. This high efficiency is obtained through the use of a specially constructed tungsten bulb. The average cost is less than one cent an hour to operate. The Tail Light is fitted with ruby lens, throws a white light on the number plate, is switched on from the seat and is a real ornament on your cycle.

Head Light with Bulb, Bracket and Switch	$8.75
Tail Light with Bulb, Bracket and Switch	5.50



LAMP DEPT.
M. S. KENDALL CO., Highland Park Detroit, Mich.

More than Half
were fitted with
Bosch Magnetos

THE Chicago exhibition showed which way the wind blows. Most makers eliminated the possibility of ignition trouble; they equipt with Bosch.

Be Satisfied **Specify Bosch**

Correspondence Invited

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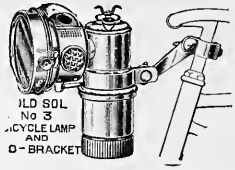
Over 250 Service Stations in U. S. and Canada that really serve



For Heavy Duty

A handsome, man-size BICYCLE LAMP of new design corresponding with the complete motorcycle equipment now prevailing.

"Old Sol" No. 3

is a 7 in. lamp for the bike, of large carbide capacity and high candle power. Door 4¼ in. diameter. 3 in. reflector. Solid construction, all parts of nickel-plated brass finely finished. The bracket gives good adjustment. Price $3.00.

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De-Luxe Auto Bike

A Full Line of Standard Models. Write for Catalog.

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Mechanical Horns

Require No Batteries or Wiring Which is a Continuous Expense First Cost Covers All

ROOT-O-U-T Bicycle Horn clears the way with a turn of the crank. Finished in black Enamel with adjustable nickel plated Bracket for attaching to the Handle Bar. Retails at 25 cents.

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LIGHT WEIGHT Oil Lamp. A popular Lamp at an Easy price. Positively will not jolt or jar out. Highly nickeled. Furnished with adjustable or solid Bracket. Over a half million in use.

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Manufactured by

The Seiss Mfg. Company

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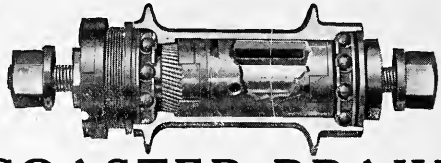
DEALERS: ASK YOUR JOBBER

THE MUSSELMAN



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"The little fellow with the Big Grip"

THE MIAMI CYCLE & MFG. CO., Middletown, Ohio

Licensed Coaster Brake Manufacturers

NEW ENGLAND DISTRIBUTING WAREHOUSE:
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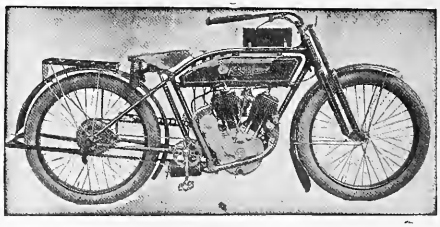

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has many notable improvements which we would like to explain to you. Bosch Magnetos exclusive equipment. Write for particulars.

READING STANDARD CO., 310 Water St., Reading, Pa.

HIGH-GRADE

wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

Morse Twin Roller Chain

NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

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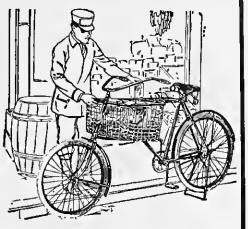
The best equipment for parcel delivery. Cheapest, quickest and safest for both messenger and goods. Write for particulars.



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HOW to reduce Tire Expense, the biggest running expense of a motorcycle.

The above information will be given free in form of a pamphlet referring to all standard makes of tires, if you will address

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TRADE MARK REGISTERED APRIL 30, 1895.

The Standard American Valves for Automobile, Bicycle & Vehicle tires

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You never can tell when you will have tire trouble, but a set of

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High Grade Motorcycle Accessories

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Is the most ECONOMICAL Lighting System

All the Facts on All Lighting Systems mailed you on request.

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Get your friends to read this paper. They will like it and thank you for recommending it.

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The biggest selling of all manufacturers' brands of bicycle tires.

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Every Live Dealer Sells

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Prompt and complete shipments

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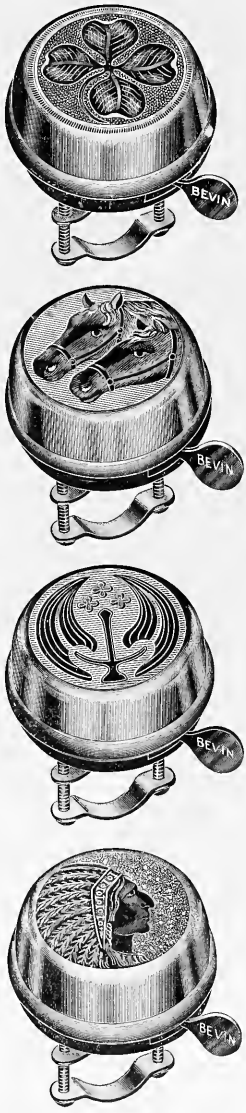

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Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
GAULOIS TIRES AGENCY.
Repairs Guaranteed. F. A. M. Shop.

DRISCOLL & JEANROY
DAYTON DISTRIBUTORS.
Full line of parts and accessories. Repairs guaranteed.
Open day and night for storage customers.
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THE NEW YORK MOTORCYCLE CO.
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THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

HARLEY-DAVIDSON SALES CO. OF NEW YORK,
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DISTRIBUTERS FOR
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COMPLETE STOCK OF MACHINES AND PARTS. ROGERS SIDE CARS.

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PLAZA MOTORCYCLE EXCHANGE
We Buy, Sell and Repair Motorcycles and Bicycles, Tires, Parts and Supplies.
Delivery from stock on Indian and Excelsior, cash or easy payments.
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BEN RUDERMAN
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Full Line of Parts.
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Agents Wanted for our Special Brand of BICYCLE AND MOTORCYCLE TIRES.
Write for Proposition.
Full line of Bicycle and Motorcycle Supplies.
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YALE MOTORCYCLE
STANDARD PARTS — ACCESSORIES
SPECIAL YALE EQUIPMENT
Mail orders filled day received.
LOUIS GOLDSMITH,
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Motorcycles, Bicycles and Supplies
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An ideal holiday trip; Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

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Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
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Long Distance Telephone, Grand 62.

Bicycling World and Motorcycle Review, with its predominantly trade circulation, affords you the most economical means of reaching the jobbers and dealers, through whom over 85% of the products in this field are merchandised.

Hall's Bicycle Carrier Retails at $2.50

Made to carry 200 pounds. Load rests on axle and does not hamper steering. Heavy wire and steel construction throughout. Black enamel finish. Can be attached to any bicycle without tools. A great seller to meat markets and grocery stores. Made in 2 Sizes
Write for description of our complete line.
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Ask for new Motocycle Catalog No. 58 XX and Bargain Book of Bicycle and Motocycle Supplies No. 146.
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Automobiles
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"EXTRA SERVICE"
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A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order.

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ATTENTION AUTOMOBILE AND MOTORCYCLE DEALERS

POPE tandem motorcycle, 1914, 2-speed, Rogers sidecar; No. 111.R.5, stolen evening of Oct. 20th from 727 Tremont Ave., Bronx. Communicate with E. B. HOPWOOD, 55 John St., New York. Telephone John 3796.

TRAVELING SALESMAN on motorcycle parts and accessories. Only experienced men with successful sales record need apply. State experience, former employment, salary expected. Box J 322, care Bicycling World.

FOR SALE—Well established bicycle and motorcycle business in central Nebraska; have agency for best motorcycle made and have only repair shop in town of 5,000; will invoice about $1,800. Am going on race track and can not attend to business. Address, Box J 112, care Bicycling World.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

OUR specialty is parts: for Thor, Merkel, Indian, M-M, F-N, Curtiss, Marvel, R-S and Royal Pioneer motorcycles, all coaster brakes and Eclipse clutches. Ours is the best motorcycle garage and repair shop. We oxi-weld crankcases, cylinders, etc. 40 used machines on hand, $25 up. NEW YORK MOTORCYCLE CO., INC., 1777 Broadway, New York, N. Y., 4th floor.

BROOKLYN and LONG ISLAND HEADQUARTERS 1914 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Cash and easy terms. Write for catalog and terms. "BOB" BRAZENOR, 1507 Bushwick Ave., Brooklyn, N. Y.

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The fellow who tries to attract business without advertising is like the young man who throws his sweetheart a silent kiss in the dark. He knows what he is doing, but no one else does.

PRICES REDUCED
ON
LIMITED MOTORCYCLES

Foot Starter
Two Speed
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Write for new prices, literature and dealer's proposition today.

FEILBACH MOTOR CO., 24 W. Fox St., Milwaukee

Firestone
Cycle Tires

Greatest quantity of rubber, specially treated. Finest fabric, specially woven. Specify them for your new motorcycle or order them forold. Leading dealers everywhere.

Firestone Tire & Rubber Co. Akron, Ohio

Non-Skid or Corrugated Tread — All Styles — All Sizes

United States Bicycle Tires

Are the famous Hartford and Morgan & Wright brands greatly improved.

They are sold by reliable dealers everywhere.

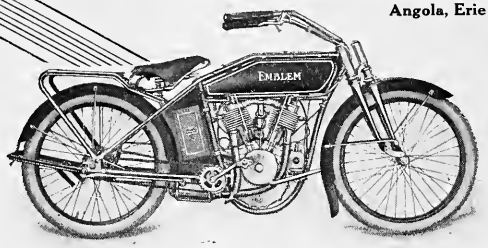
UNITED STATES TIRE COMPANY
Broadway at 58th Street, New York City

PIERCE
A Quality Bicycle at a reasonable price
PIERCE CYCLE CO.
BUFFALO, N. Y.

EMBLEM

A joy forever as you speed along, conscious that nothing you will meet can possibly have anything on EMBLEM in any competition of speed, power, endurance.

EMBLEM MANUFACTURING CO.
Angola, Erie County, N. Y.



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For California, JOHN T. BILL & CO., Los Angeles. For Oregon, Washington and Idaho, BALLOU & WRIGHT, Portland, Ore., and Seattle, Wash. For the South, HENRY KEIDEL & CO., Baltimore, Md.

Model 110, Big Twin, 10 H. P.	$275
Model 108, Regular Twin, 8 H. P.	250
Model 105, Big Single, 5 H. P.	200

A THING of beauty from stem to stern. As a motorcycle enthusiast, you can see the distinction of this DeLuxe machine, even in the picture. Looking over an actual EMBLEM is a pleasure in itself; every feature perfect or nearly so, the entire machine one consistent, high-grade organization, the very poetry of steel.

EMBLEM

LOBDELL
BICYCLE RIMS ARE BEST

THIS IMPRINT IS A

QUALITY GUARANTEE

SEE that it is on the rims fitted to your Bicycles, and on those you buy for repair work.
Lobdell Rims have been, and still are, standard factory equipment by reason of their quality, and our ability, financially and otherwise, to serve the trade satisfactorily.

MADE IN ALL TYPES AND STYLES **ORDER FROM YOUR JOBBER**

American Wood Rim Co.

Factories: ONAWAY, MICHIGAN
MERY-SUR-OISE, FRANCE

Stocks carried for jobbing trade at
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Why The Morrow Coaster Brake?

There Are Three Essential Features in the Construction of a Coaster Brake.

1st. A Reliable Brake
2nd. A Positive Forward Drive
3rd. A Free Coaster

The superiority of the Morrow Brake on all three of these points is readily admitted upon an inspection of the mechanical construction.

1st. THE MORROW COASTER BRAKE provides the largest and most efficient braking surface of any Brake made. The interior expanding sleeve of spring steel, with a bronze lining, being equally expanded from both ends along the entire center of the hub shell, insures an even pull on every spoke when pressure is applied and brings the bicycle under control in a smooth, positive manner. There are no loose spokes in Morrow built wheels for the side pull has been eliminated.

2nd. The mechanical principle involved in the Morrow forward drive is the simple "screw and wedge." The drivers consist of a clutch ring divided into halves, the two opposite pair of ends being tapered which allows the wedge shaped portion of an expanding nut to force these rings apart, thereby giving a positive grip against the inner surface of a reinforced hub shell and directly under the driving sprocket.

3rd. One of the most common sports among cyclists is the "Coasting Test" and in this particular the MORROW running frictionless and noiseless on twenty-four one-quarter inch balls will most readily prove its superiority. (Try it and see.)

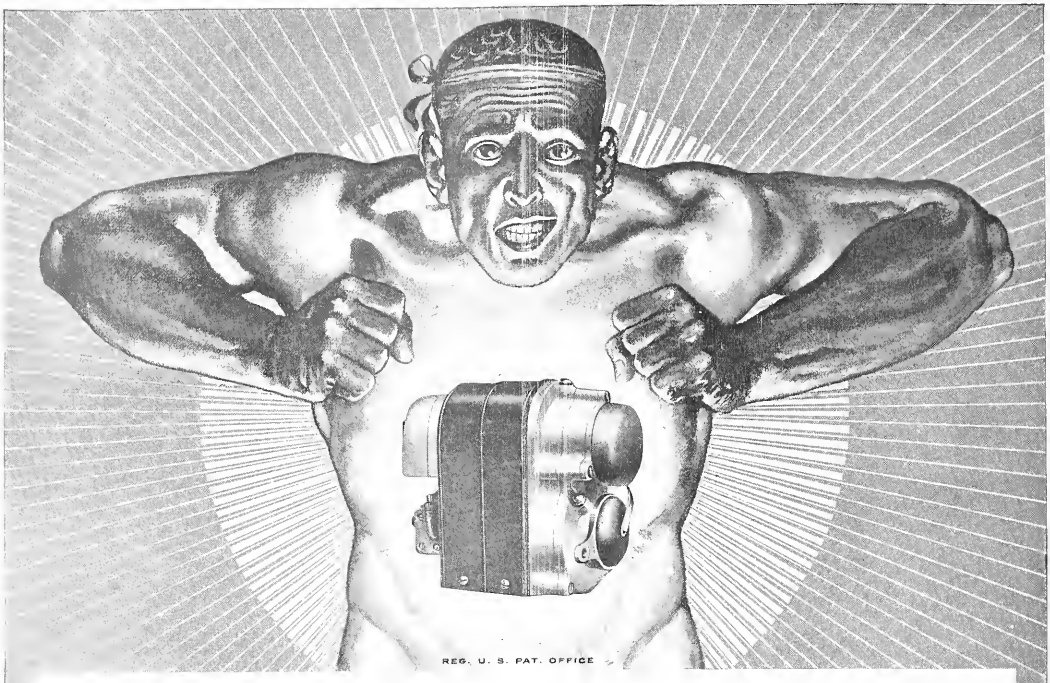
When a MORROW COASTER BRAKE is sold, it stays sold. You don't have to nurse it constantly to keep it going. It will work under every condition of use, abuse, or neglect. (Just oil it twice a year.)

It is far better to sell a Morrow Coaster Brake that will give you and your customer no trouble than selling a more widely advertised brake that is a constant annoyance to both. Haven't you wasted enough original profit in all these years to warrant your getting in right for 1915?

Built by the

ECLIPSE MACHINE CO., Elmira, N. Y.

Licensed Coaster Brake Manufacturers



It's a BOOMER—Allright!

The "MAG-DYNAMO" of the SPLITDORF ELECTRICAL COMPANY was one of the best boomers of the Chicago Show, and is one of the best boomers for the future joys of motorcycling.

A magneto and dynamo in one compact unit for ignition and lighting, is the trend of the times, and SPLITDORF is there "with both feet" with the instrument to revolutionize old methods.

If you did not see the SPLITDORF "MAG-DYNAMO" at the Show—lose no time in getting acquainted with its commanding features and wonderful merit.

The SPLITDORF "MAG-DYNAMO" is interchangeable with magneto installation—it supplies positive starting and running ignition with or without the battery—there can be no arcing or burning of breaker points or commutator—it is accessible, self-contained, waterproof, simple and efficient.

A booklet thoroughly describing the SPLITDORF "MAG-DYNAMO" is yours for the asking

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The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, November 3, 1914 | Ten cents a copy Two dollars a year

7 Reasons WHY

It Is More Profitable To Sell

1915 Indian Motocycles

1st We give the dealer a line of motocycles so strong in all features, attractions, and price that it places him in advance of his competitors.

2nd We conduct a large national advertising campaign that sells Indian Motocycles.

3rd We have a sales promotion department that aids the dealer to land sales and stir up prospects.

4th We supply Indian dealers with a liberal amount of high grade printed matter, for distribution. The kind that sells motocycles.

5th We conduct an advertising department which stands ready to consult with the dealer, give information as to how to advertise, supply outdoor displays, etc.

6th Our branch houses will deliver any model of Indian Motocycles, within 24 hours, after receiving order.

7th Our aim is to co-operate with our dealers in all things. Their success spells the same thing for us.

Now is the Time to Do Business With Us. 1915 Models Ready to Deliver

SEND FOR SPECIAL DEALERS CATALOG

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

The *Smith* Motor Wheel

The One Big Sensation at the Chicago Show, Made an Instantaneous Hit With the Public and Every Dealer Wants an Agency

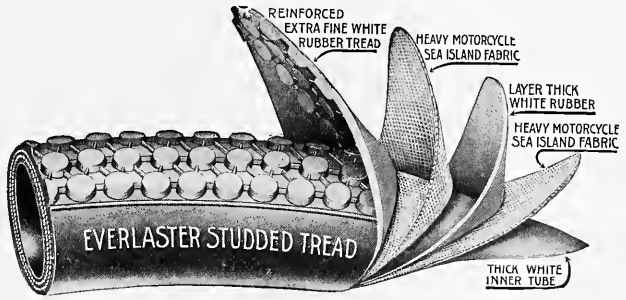
The Motor Wheel Girl

THE Motor Wheel Demonstrations answered satisfactorily every criticism. "*Get in Line.*"

The quick response of the dealers favors the immense possibilities of "The Bicycle Booster." No work, grease or vibration—simple to operate—built by the largest automobile parts manufacturers in the U. S. A.

A. O. SMITH COMPANY, MILWAUKEE

Sales Manufacturers and Distributors, The Smith Motor Wheel



The Old Reliable

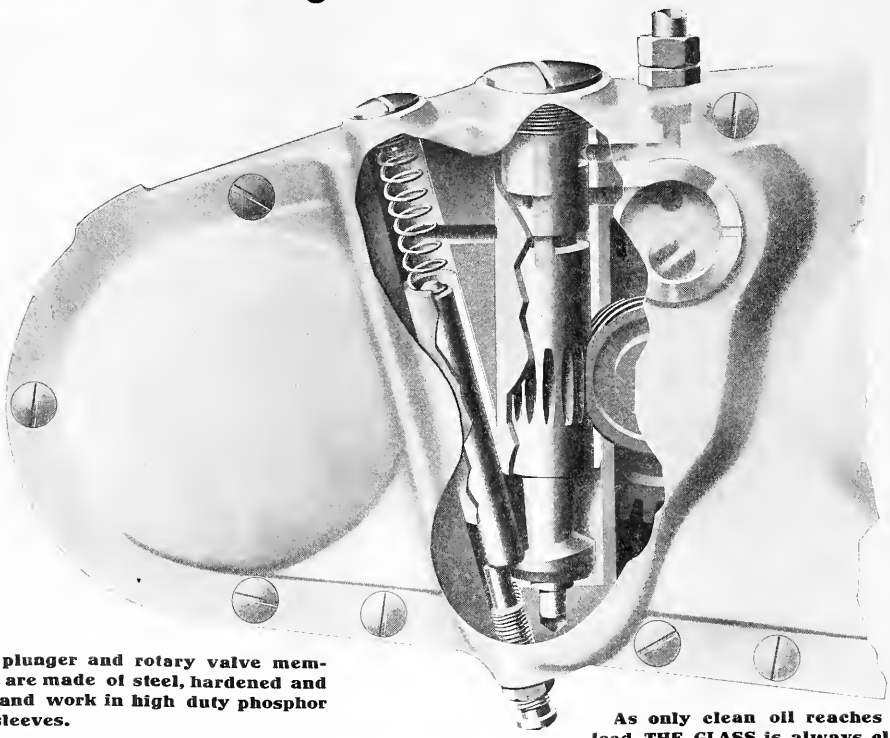
The original heavy fabric tire.

Two years old and just as good now as when first introduced.

Our 1915 line of other grades of Bicycle Tires and Bicycle Inner Tubes is worth your consideration.

Kokomo Rubber Company
Kokomo, Indiana

Harley-Davidson



Pump plunger and rotary valve member both are made of steel, hardened and ground, and work in high duty phosphor bronze sleeves.

Note the large valve ports.

As only clean oil reaches the sight feed, THE GLASS is always clean.

The Harley-Davidson mechanically operated automatic oil pump is built into the motor as an integral part of the motor itself. It is not an attachment merely put on as an after-thought.

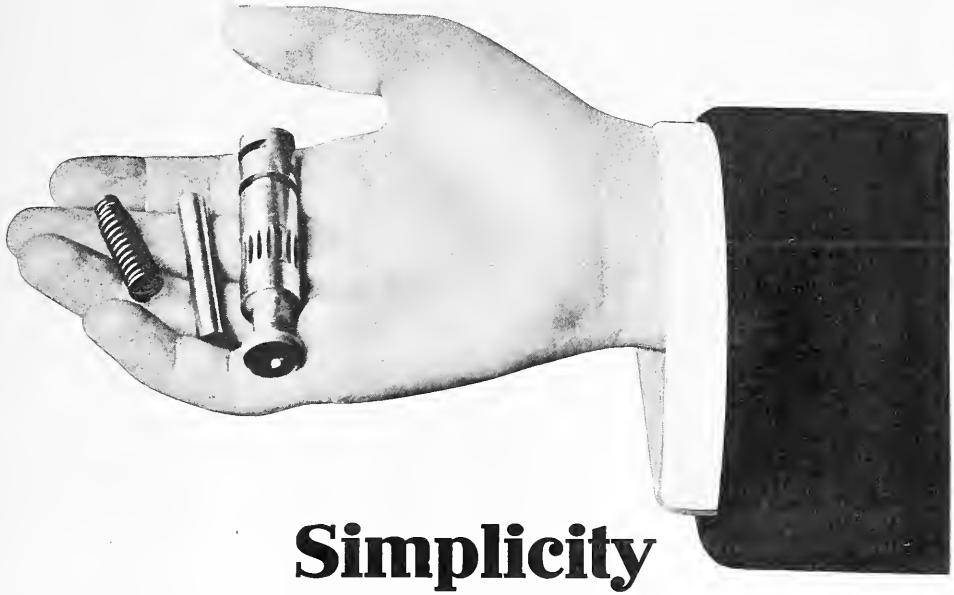
The Harley-Davidson oil pump will operate against a pressure of 70 pounds to the square inch. This provides a safety factor beyond any lubrication requirements, for the highest crank case pressure ever registered in any Harley-Davidson motor was 4 pounds.

Harley-Davidson Motor C

Producers of High Grade Motor

Automatic Oil Pump

No check valves to stick
No ball valves to "float"
No valve springs to break
No small parts to go wrong

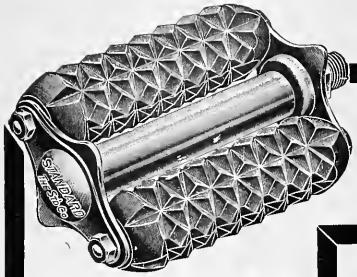


Simplicity

Only three moving parts, and these run in oil—no chance for wear. Both the rotary valve member and pump plunger operate in high duty phosphor bronze cylinders.

., Milwaukee, Wis., U.S.A.

les for Nearly Fourteen Years



No. 3 MOTOR CYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

Our products for the cycle trade include: Emergency axles, Sager Motorcycle Toe Clips, Diamond E Spokes, Bridgeport and Standard Pedals, Sager and Standard Toe Clips.

Standard No. 3 Motorcycle Pedals are made with big, soft, easy rubber cushions generously proportioned, that minimize the jars and bumps. The deep corrugations insure positive grip that makes the foot stay on. *You know what that means.*

THE STANDARD COMPANY
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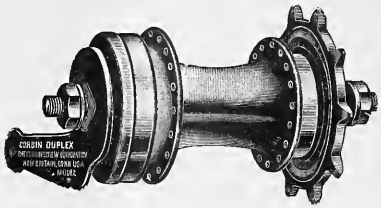

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The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX New York, November 3, 1914 No. 7

The Week's News : : at a Glance : :

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SPECIAL FEATURES

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Sportsmen Watching Savannah

Nation Wide Interest Being Shown in Plans for Second Grand Prize Race

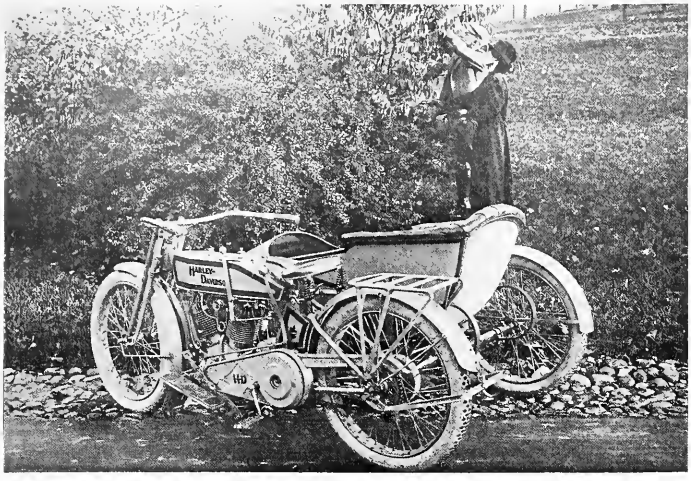
Forty of the best-known riders in the country, in addition to 15 local cracks, have already entered for the second annual 300-mile grand prize motorcycle race to be held on the Chatham County course on Thanksgiving Day, under the auspices of the Savannah Motorcycle Club—enough, according to those in charge of the event, to assure the race being the biggest and best of its kind even staged in the United States.

That the event is attracting wide attention is made manifest by the dozens of letters being received at the club headquarters each day asking for information. It is confidently believed that every section of the country will be represented either on the track or among the onlookers. Word has been received to the effect that a special train from Chicago will bring leading officials of the Federation of American Motorcyclists, under the sanction of which the race will be run, together with manufacturers of accessories and machines. Another large party is expected from New York.

Either eight or ten machines will be entered by the Harley-Davidson Co., instead of five, as was first planned, while the Hendee company, which entered six during the past week, has advised the promoters that several more will be added before the entry list closes on November 10. The Excelsior entries are expected at an early date, perhaps adding eight or ten machines more. The Thor and Pope people have not yet been heard from, but the Merkel factory is busy at work on five specials.

The arrival of the F. A. M. officials, who will handle the event, will find everything in readiness. All of the club committees have reported favorable progress on the plans. Over $900 has been obtained by the subscription committee. Two-thirds as much more will be needed in order to properly patrol the course and offset the expense of getting the oiled paths in shape for the first practice trials. The people are rallying to the support of the club handsomely. It is not anticipated that there will be any shortage of funds. Private subscriptions are necessary because no gate fee can be charged spectators on account of the recent demolition by the Savannah Automobile Club of the grandstands on the course.

Among the cracks who raced last year and who will return for the event on Thanksgiving Day are: George Sorensen, Tom Dedge, Charles Sudduth, Frank Hart, J. U. Constant, Harry Glenn, Gray Sloop, Edward Wilcox, Robert Perry (winner of last year's event) and others.



Motorcycling a la mode with Harley-Davidson machine and sidecar

Former Cycling Champion Dead

Harry Condit Wheeler, former cycling champion, died at his home in Orange, N. J., of a complication of diseases. He was 42 years old and was born in New Orleans. He had done no riding for the last 14 years. Wheeler and Arthur Zimmermann, who succeeded him as champion, first won distinction in Paris when they won a team match and the following year Wheeler captured the American championship. Wheeler began riding when the "safety" bicycle first came into vogue, and he won his first championship medal in 1894. After quitting the track he entered the bicycle business. He left a widow and son.

Zucker Again Enlarges His Store

John A. Zucker, who is the head and shoulders of the Casino Cycle & Supply Co., Cleveland, O., again is adding to the already large space he occupies on the corner of 68th street and Superior avenue in the "Sixth City." The building now in the course of construction makes the third addition to the plant in two years. The new structure will give a floor space of 20 x 60 feet, with a 14-foot ceiling. It will be used as a stock and display room for accessories only. The gasolene and oil station will be installed alongside the building. Zucker is going to have 24-hour service in his establishment and says that his increase in business is proportionately greater than the rapid increase in his facilities for handling that business.

It might be added, in passing, that it would be well worth while for many dealers to inspect Zucker's establishment and take a hint on how to keep an attractive place. It is not to be wondered at that he has been successful despite the fact that his start was made with almost no capital.

Goldsmith Gets Indian Agency

Louis Goldsmith who, operating under the style, Gotham Motor Co., has been an exclusive agent for Yale motorcycles in New York City, has been appointed Indian agent for all that section of the city north of 75th street. With the energy which is characteristic of him Goldsmith already has made his store front, on the corner of 115th street and St. Nicholas avenue, typically Indian in both color and design. His stationery, including his business cards, etc., bear the Indian smile in red. He has sought patronage, booked orders, obtained deposits and ordered machines from the factory within the past three days and his contract with the Indian people hardly is older than that. It is a safe prophesy that "Goldy" will sell "some" Indians.

Henderson Prices Remain Unchanged

The compositor made a slip, the proofreader didn't catch it, and the result of it is the Henderson Motorcycle Co., manufacturer of the motorcycle of that name, have been kept busy explaining that the price of their two-speed model is $335 instead of $325, as was incorrectly stated in their advertisement in Bicycling World and Motorcycle Review. On the face of it it may not appear to have been a serious error, yet it has caused a lot of correspondence, with its consequent time and annoyance. It serves, however, to show how keenly alert the public is in noting a change and the avidity with which they will take advantage of a concession.

Ero Takes Out Troxel License

Having been licensed by the Troxel Mfg. Co., Elyria, O., to use its patented spring action on all motorcycle and bicycle luggage and passenger carriers, the Ero Mfg. Co., maker of motorcycle and bicycle accessories in Chicago, will use this device on their product. The deal with Troxel was consummated last week when the Ero company agreed to an arrangement fixed on a mutually satisfactory royalty basis.

H. M. Woodside, of Newark, O., who has been sales manager for the Ball-Fintze Co. for many years, has severed his connection with that company, recently joining the staff of the Hearsey-Willis Co. of Indianapolis. He has been in the motorcycle and automobile game for 20 years. He will be Ohio representative for the Hearsey-Willis Co.

Like the days of long ago when Taunton riders took to the track

Mixes Fun With Business—and Vice Versa

George Sorensen Who Is Making a National Reputation as a Racing Man Tells of His Business Methods—Small Town Dealer Sees Commercial Possibilities as Result of Winning Important Races

Despite the fact that George Sorensen has been and will be a contestant in some of the biggest and most important motorcycle races in the country, it is safe to say that mighty few of the thousands who have seen him on the track know much about him save in his capacity as a racing man, for Sorensen is cursed—yes, cursed is the word—with the handicap of modesty. He doesn't like to talk about himself, and when one has gotten a story from him Sorensen is apt to ask that it be left unprinted.

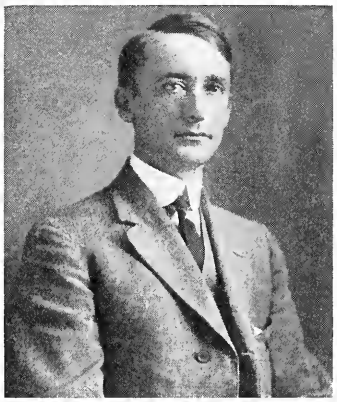
In writing a story about the ways and means of his conducting his business it is very hard to separate the sportsman from the business man, for Sorensen is both. His racing has to do and is a part of his business, and on the other hand, in spite of the fact that he enjoys racing, goes into it for the fun of it, wants to win, hates to lose, wins gracefully and loses without cursing the powers or claiming to have been "robbed," he races because it is business, and important business, too. So where to separate the one from the other presents a problem which the writer will not attempt to solve.

Opens Store in Small Town

To begin with, Sorensen a few months ago opened a store in Beacon, N. Y., a little town at the foot of Mt. Beacon, that wondrous place where a cable railway hauls a carload of scared people up a steep but perfectly safe mountainside and from the summit shows them the famous view of the Hudson river, Berkshire hills, Heiderbergs and other scenes that have made the place famous. Beacon is on the Hudson a few thousand yards back from Fishkill Landing, which is directly across the "American Nile" from Newburgh.

It is not a large place, and if a motorcycle dealer were to look for his living in the profits obtained in selling power-driven two-wheelers to the natives of the place he would soon be a charge on public charity by becoming an inmate of the poorhouse, if he had not already been incarcerated in the insane asylum by the lunacy board; and take it from me, neither of the aforementioned institutions will be a residence of George Sorensen. For why? Because Sorensen is not going to confine himself to power-driven two-wheelers. He will handle bicycles, assessories, including tires, lubricating oils and gasolene. And in the winter he will do all these things and something else, too. But of that, later.

Sorensen started in as a dealer in motorcycles about six years ago, opening



George Sorensen

in Peekskill, in the Empire State, and finally took a partner, to whom he sold out last summer. He then came to Beacon and opened the present store. He is an old-time bicycle man, a rider, repairman, and a half-dozen other things in connection with two-wheelers, so he is not new in the field.

Racing is Life of Energetic Dealer

When I entered his store and told him that I came from Bicycling World and Motorcycle Review he knew at once that he was to be put through the paces of an interview, and the look on his face rather amused me, for it was plain that he didn't want to talk about himself. He is, however, a courteous fellow, and knowing that I had made the trip from New York solely for the purpose of seeing him, it was evident he felt that the only thing for him to do was to answer questions. "The first thing I want to know," I began, "is why you enter the big races. Do you look upon racing as a good commercial proposition?" It was a fortunate opening, for I had hit the subject that is of greatest interest to him.

"Racing is the life of the energetic dealer," he responded. "I go into races for two purposes—because I like the sport and because sooner or later it means dollars and cents to me. Take, for instance, the way I am situated now. When I came to Beacon a few months ago there were a few motorcyclists here; not many, and, incidentally, I don't know that there are any more now, but the riders who were here were more or less apathetic; they didn't take much interest in the sport and rode without any special interest in what they were doing. Now things are somewhat better; they are interested in motorcycling, they come in here and talk about it.

Stimulates Trade Through the Sport

In this store they are able to meet riders from far distant places who, knowing me and where I am located, come in and talk about the races which have taken place in the past, and the local riders are awakening to the fact that there is another part of motorcycling besides just riding over the country roads. Like full-blooded Americans they are pricking up their ears at the tales of conquest and defeat and beginning to feel that they, too, want their share in the glory of victory. It is only a beginning, but the enthusiasm is being awakened."

"Then you find that your reputation as a racing man is really a business asset?" I asked.

"Decidedly," he replied. "By far the larger part of my business comes from patrons who live beyond the confines of Beacon. What the local trade will amount to I can't say, as I have not been here long enough to do anything of importance. But," he added, after a pause, "there is another aspect of this racing business which is worth consideration. Let me attain real prominence in the racing field, let me be the winner of one of the big races of national interest, and I become possessed of an asset which is worth having.

"Supposing I win with the P. D. Q. machine. Instantly that machine gets a trade boom that is valuable to the dealers who handle it all over the country. Then that same boom causes a lot of dealers to attempt to sign up with the manufacturers and there comes the value to them. And finally I, the winner of the race, am brought to the close attention of the manufacturers of the machine and there is a certain desire on their part to have me represent them. Naturally, I am offered good territory, maybe extensive territory, and after I have signed up I find it far easier to make sales in that territory where I am pointed out as the winner of the Great Superlative Road Race than would have been the case if I was one of several hundred or thousand agents with no special call to distinction.

Riders Like Machines with Reputation

"Racing is all important to dealers, and though it is true that a big percentage of prospects say they do not care for either speed or power, the fact remains that they like to know and like to have their friends know that the machine they ride has power, has speed, and not alone has it, but has the reputation of having it. It is a good deal like the man with a trotting horse. He knows what the horse's mark is; he'll make sure that you know it; he likes to talk about it, about the horse's pedigree, how fast his sire and dam could trot, and yet it's only now and then he lets the horse out. Some men never do let it trot its best, but are satisfied in knowing what it can do and in having you know it. And so it is with the motorcyclist. He wants a machine with a reputation, he wants to feel that he has speed and power within his control for use when called on, and though he may seldom or never let the thing out to its limit the satisfaction of possession prompts many a sale of a famous make. And it's obvious that the men who helped to make the reputation for the machine will have more patrons and will be looked to as a far greater authority on its merits than the chaps whose only association with it has been as a dealer.

Bicyclist is the Future Motorcyclist

"Do you look to your racing endeavors to help you at all in the business of selling bicycles?"

"No, I don't imagine it does or will, but there are two good reasons for selling bicycles. One is, that they are not difficult to sell and afford a fair margin of profit, and the other is that you get in touch with a future motorcyclist almost every time you sell a bicycle. The bicycle riders of today are the motorcyclists of the near future in most cases."

"Do you sell motorcycles on instalment payments?"

"Yes, to a very limited extent. I don't attempt to build up a credit business, but there are occasions when I will sell in that way. Of course, I take in used machines in part payment for new ones and"—he anticipated the next question "I sell them at just about what I am allowed, making really no profit on that transaction; a bookkeeper would say that that represents a loss, and maybe it does from the strictly business viewpoint of an accountant, but my view is that the chap who buys a used machine from me and gets satisfaction from his dealing with me is going to buy a new machine before long, and I am apt to get that sale. That's where my real profit comes in."

"What's your selling argument?"

"Briefly, I am thoroughly in accord with the views of Bicycling World and Motorcycling Review on the detriment of 'knocking.' I never attempt to made a sale by knocking the other make of machines. Every make has exclusive features, features which are not to be found on others. In talking up my line I call attention to these features, emphasize their desirability, show that they are not to be found on others, and base my answer to the question as to why my machine should be preferred on these grounds. There is no question but that all motorcycles are good—but some are better," he added with a smile.

Extends Helping Hand to Beginners

"Then, in selling a machine I convince the prospect that it is not necessary for him to be a mechanic, electrician or any other kind of a specialist; in fact, it isn't essential for him to know very much about his mount when he begins to ride. I tell him that I know the machine from top to bottom and purpose to take care of him until he absorbs the knowledge. If something goes wrong and he can't get the machine to me, all he need do is to get on the 'phone and I'll get to the machine in short order. The point is, he can ride his machine secure in the knowledge that he'll get back whether he knows how or not. Convince him of that fact and he'll buy and the fellows who buy of me know that I'll take care of them as long as they need care.

"A dealer should be a rider; he should be an enthusiastic rider and should know all about the machines and the fellows, too. Their sports should be his sports. He should be so popular that the riders want him to join with them in their riding whether it be on the track or touring. Of course, I don't mean for an experienced racing man with a high-speed stripped racing machine to compete against their stock mounts, but the dealer can have a wheel which will not give him an unfair advantage over the others and enter races on a fair basis. This will help him in his business and is a point which is worth considering and following up."

Selling Gasolene is Profitable

"What is your principal income derived from?" I asked, when Sorensen returned after attending to the wants of a customer.

He laughed a moment before replying. "That's the hardest question to answer you've asked," he said. "You see, I haven't been here long enough to find that out yet. I haven't built up my business. This really is a three-sided line, motorcycles, bicycles and automobile accessories, and until I really get going I can't tell which will be the strongest in this locality. At present the automobile accessories, tires, etc., have the call, but time may change that. I sell a lot of lubricating oil, some in the sealed containers and some from the barrel. There is a fair margin of profit in this, as there is in gasolene. Many dealers claim there is no profit in gasolene, but I find the opposite to be true.

"In handling this stuff you've got to eliminate waste, and the way to do it is by using one of the efficient curb pumps. My selling slips and my bills from the oil company show that I sell all that I buy; there's no waste, and the income received from gasolene makes a tidy sum. It's well worth handling despite what some report. Of course, too, a dealer should have it for the convenience of his patrons, and because a gallon or more of gas frequently leads to the sales of other articles, but aside from that, gasolene is a good thing to handle in itself."

Will Add Many Improvements to Store

"As I've said several times, I'm not yet started here, but by spring I expect to be going full blast. I have plenty of space for additional buildings and when the spring business arrives I will have an expert repairman and such other mechanics as may be necessary. Needless to say, the machine-shop will be equipped with lathes and all necessary machinery and appliances for doing the highest grade of work in the least possible time. Included in the equipment will be vul-

canizers, so that tires as well as machines can be cared for.

"You're going to keep on racing?"

"I am," he replied, "and, of course, I'm hoping to be returned the winner sooner or later. Aside from the commercial possibilities there is, of course, the fun of it. Take them all in all, the professionals are a fine lot of fellows. There are only one or two roughnecks and the rest are good companions and delightful associates. There are a few riders who should not be permitted to ride in the big events; they're not steady and are a menace to themselves and to the others. When a man is riding at a 70-mile pace he wants to be able to ride a chalk line; the least swerving may result in a fatality and the effect of that on the public at large is obvious; and some of the fellows can't hold a straight course under any circumstances. Their entries should not be accepted."

A Word About "Happy Days" Pitman

"There is one thing I want to add," said Sorensen, as I was saying good-bye; "a word about Pitman, 'Happy Days.' He was one of the best friends the riders had. We used to cuss him out, say mean things to him and about him, but Pitt did a lot for us. He was right in fighting the use of twins on half-mile dirt tracks; he had our lives at heart and was thinking only of our welfare. I'm glad Donovan is going to be at the Savannah race. We all can count on a square deal, and when a decision is rendered it will be final and that's what all of us want."

As I was closing the door he partly opened it and said: "Say, old man, don't write much about me; I'll appreciate it if you forget a lot of what I've said." But I think Sorensen will admit that he said little which has been forgotten.

Opie In Montana Challenge Race

"Butch" Opie, of Butte, Mont., has issued a challenge to any rider in Montana to race for the championship of the state. Opie has backed up his statement with a certified check for $100. M. Aurich, the Harley-Davidson dealer in Billings, has accepted Opie's challenge, and in addition thereto has added that he will back his machine to the extent of $250 if the match is staged on the Butte track. Negotiations between Aurich and Opie for the running of the race are in progress and it is hoped that the event will be run in the near future. Martin Curtis, who rides for Aurich, has made many friends throughout the state by his showing this fall and the race will be an interesting one.

BOSCH MAGNETO CO. OFFER CASH PRIZES

Purses of $100, $50 and $25 Will Be Given by Magneto Manufacturer to Riders Who Finish 1-2-3, Respectively, in Savannah Race

In keeping with its usual practice of awarding prizes to successful drivers who pilot cars in the more important races held in the United States, the Bosch Magneto Co. of New York will make the following prize money distribution for the Savannah Motorcycle Grand Prize Race, to be held November 26th.

Heretofore the Bosch company has shown considerable interest in the amateur motorcycle races by donating a large and handsome silver trophy each year to the amateur who has made the best average performance in the National Amateur Championships of the Federation of American Motorcyclists, but this company has never offered any cash prizes for the professional rider and their decision to assist in making the Savannah race one of considerable interest is highly commendable. The cash prizes for the Savannah races have been divided as follows:

Rider winning first place...$100
Rider winning second place. 50
Rider winning third place... 25

In addition to the above prizes a purse will be given to the winner, providing he is successful in breaking the now existing road race record, of $50.

This division of prizes is one that might be considered very satisfactory inasmuch as it takes the commercialism away from the race and gives a number of riders a chance for remuneration in consideration of their efforts to support motorcycling as a sport.

The only condition that is attached to the above mentioned awards is that the motorcyclist breaking the record or gaining first, second of third position, to be entitled to the respective awards must employ a Bosch magneto for ignition purposes during the race.

Changes In Klaxon Organization

The selling organization of the Lovell-McConnell Mfg. Co. has been reorganized and enlarged. The sales and advertising departments have been merged into one. Additional territorial managers have been appointed which, with other changes, will enable Klaxon makers to still further cooperate with their distributing jobbers in marketing Klaxon products.

The new selling organization will direct both sales and advertising and will be in charge of a committee composed of W. O. Turner, secretary of the company; C. L. Mead, advertising manager, and C. F. Brown.

F. M. Hayes, who formerly represented the Klaxon in the West and in New England, will continue in charge of the New England territory.

R. G. Coghlan has been transferred from the Mississippi territory to take charge of the Eastern territory, which includes New York, New Jersey, Pennsylvania, Delaware, Maryland and the District of Columbia.

W. J. Whaley, who formerly had charge of the Klaxon and accessory sales for the Atlanta branch of the Western Electric Co., has been given the Southeastern territory. This includes Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana and Tennessee.

Charles Johnson, who for the last three years has acted as outside representative of the president, is now manager of the newly established Detroit office in the Dime Bank building of that city. Mr. Johnson will have charge of the factory business in Detroit, Toledo and Michigan cities, and of the sales in Michigan and Eastern Canada. He will also supervise the work of the new permanent service station which has been established in Detroit at 108-114 Jefferson avenue and which is in charge of W. G. Packard.

R. L. Wilkinson will continue in charge of the Middle Western territory, with headquarters in Chicago. This territory includes the states of Wisconsin, Illinois, Indiana, Ohio, West Virginia and Kentucky.

The Mississippi territory has been divided. W. P. Coghlan, late sales manager of the Moon Motor Car Co. of New York, has been placed in charge of the northern division, which will henceforth be known as the Northwestern territory. This includes the states of Minnesota, Iowa, North Dakota, South Dakota, Nebraska, Wyoming, Montana and Missouri (except Kansas City).

Arthur E. Francis, formerly of the Champion Spark Plug Co., of Toledo, has been assigned to the Southwestern territory. This includes the city of Kansas City, Mo., and the states of Arkansas, Kansas, Oklahoma, Texas, New Mexico, Colorado and Utah.

The Pacific Coast territory, including Western Canada, will be in charge of W. R. Johnston, formerly assistant general manager of the Stromberg Motor Devices Co., of Chicago.

PRIZES AWARDED TO BAY RIDGE WINNERS

Brooklyn Club Presents Club Trophies, Team Prizes and Individual Awards to Scores of Contestants — Youngster Wins Amateur Consistency Prize

At the Bay Ridge Motorcycle Club, in Brooklyn, N. Y., team prizes, club trophies and individual awards were presented to the winners on the 24th ult. The presentation was made an occasion for a very enjoyable dance which was well attended by the wives and friends of the contestants.

To the Indian team, made up of I. W. Barnard, I. W. Hanna and L. Cantelli, went the team trophy, consisting of three sterling non-skid tires; offered by R. Campbell, president of the club, the club trophy was presented to the Yonkers Motorcycle Touring Club. S. J. Seiden received the Harley-Davidson silver cup and W. Von Lehn, the Indian silver cup.

Following are the contestants who won perfect score medals: John Pluza, G. A. Ellis, J. Wasco, C. Horn, W. Beckerle, C. Harder, Louis Cattell, G. L. Elder, I. W. Barnard, S. W. Hanna, Fred Christman, C. Swanson, S. J. Seiden, H. Zehner, Harvey Edwards, C. N. Burr, T. F. Lyons, C. A. McCracken, J. A. Kirchner, F. G. Schmidt, E. Perry, K. E. Sanders, W. N. Burnett, Dan Dresser, Jr., Peter Cortest, Toney Monroe, F. V. Trush, E. Westervelt, T. Campbell, C. E. Kenniston, G. S. Hillyer, Ferdie Mercier, W. Von Lehn, W. B. Wells, B. Goldstein, E. Torbeck, Russell Halderman, Charles Schroeder, I. Ruderman, E. C. Stead, J. Hydenfelder, Miss Helen Reilly, G. N. Hynard, R. Cabot, G. Edson, E. W. Brusie, J. Rinaldi, P. S. Kaufman, A. Hall, C. M. Andrus, H. Heldt, L. Jeanroy, O. C. Berkheimer, A. E. Greville, W. Stewart, V. Brunzell, G. Nemzer, J. Lippman, C. A. Winges, F. Nemzer.

In the case of riders who captured consistency prizes, they will receive them in the order in which their names are given below, and the rider who has the greatest number of points to his credit will have first choice, while those whose scores are tied will have to draw for choice:

Professionals: Charles A. Winges, Brooklyn; Ben Goldstein, New York City; Victor Brunzell, New York City; O. C. Berkheimer, New York City; A. E. Greville, New York City; Wallace Stewart, New York City! Fred Christman, New York City, and Edward Westervelt, Cedarhurst, L. I.

Amateurs: Joseph Ruderman, Brooklyn; George L. Elder, New York City; F. J. Schmidt, Queens; John Pluza, Yonkers; Charles Harder, New York City; S. J. Seiden, Brooklyn; William Von Lehn, Brooklyn; Herman Schmidt, Queens; Ralph Cabot, Yonkers; G. M. Hynard, Yonkers; J. Heidenfelder, Brooklyn; Charles E. Kenniston, Brooklyn; Charles N. Burr, Yonkers; Russell Halderman, New York City; Charles Schroder, New York City; Peter Cortese, Brooklyn; Arthur Hall, Yonkers, Charles M. Andrus, Yonkers; Edward Torbeck, New York City.

In connection with the first amateur consistency prize, it is interesting to note that it was won by the youngest rider to participate, Joseph Ruderman, of 1031 Bedford avenue, Brooklyn, N. Y.

ADDITIONAL SERVICE TO OUR SUBSCRIBERS

In this issue of Bicycling World and Motorcycle Review we are introducing something entirely new in the cycling field in publishing a directory of cycle trades products. There has been a long and insistent demand for such a directory and inasmuch as Bicycling World and Motorcycle Review is the trade paper of the industry it seems fitting that such a directory should be made a part of this publication. It is hoped that the thousands of motorcycle and bicycle dealers which constitute our list of subscribers will find this directory a convenience to them, and it is certainly gratifying to the industry to have thus demonstrated to them the vast and impressive extent to which the cycling trades have developed.

The publishers do not claim that this first appearance of the directory is perfection. Many of the manufacturers have delayed in returning the blanks sent out for their use in furnishing the necessary information, and it is also felt that in spite of every precaution which has been exercised that errors of other kinds may have slipped in. We will continue to revise and improve in every way this directory and will publish it at such intervals as may seem expedient.

We consider that this is but an additional link between the cycling trades and their recognized trade journal and cannot but feel that the list published in this issue will be found of wide usefulness and of benefit to the entire industry.

Welton Sets New Mark

The weekly point race of the New York Division, C. R. C. Association, was held Sunday last, 1st inst., over the Pelham Parkway course, the distance being five miles. Eddie Jensen, the Inter-Club unpaced champion, jumped the field in the last half mile and won easily. Second place went to J. Welton, while third and fourth places were annexed by A. Palmer and I. Taub, respectively.

After the point race, the one-hour unpaced record trials, in competition for the "Benjamin Boyes Trophy," were held, and here Jackie Welton came into his own, by setting the mark at 20 3/10 miles, thereby breaking the old record, held by Bert Baker, by 3/20 of a mile. Jensen, the Inter-Club unpaced champion, did not compete in this event, but will make an attempt to better this record on the 8th inst. Summary:

Five-mile point race—E. Jensen (30 seconds), 12:52⅘; J. Welton (30 seconds), 12:54; A. Palma (1 minute), 13:27; I. Taub (1 minute), 13:27⅗; H. Napthal (1 minute), 13:28; L. Zemo (1 minute), 13:29⅕; B. Baker (1 minute), 13:29⅗; J. Napthal (scratch), 23:34; H. Whiteman (scratch), 13:56.

One-hour unpaced record trials—J. Welton, 20 3/10 miles; B. Baker, 19 9/10 miles; H. Napthal, 19 6/10 miles; I. Taub, 19 4/10 miles.

Fraysse and Lock Win Team Race

Averaging 16 miles an hour, L. A. Fraysse and William Lock, of the New York Division, on the 1st inst., won a four-hour team race, closed to members of the Century Road Club of America, held on the old Guttenberg (N. J.) race track. Fraysse and Lock traveled 64 miles. The other teams finished in the following order: A. L. Everitt and George Knopf, New Jersey; E. E. Fraysse and E. H. Gerard, New Jersey; J. Hall and T. Heisig, New York; J. G. Schmidt and A. J. Hubbard, New York, and E. T. Tarborilli and J. Zabelisky, New Jersey.

Lake Wins Championship

Alfred O. Lake, with a total of 28 points, on the 1st inst., captured the championship of the Empire City Wheelmen in a series of five races contested at the Brighton Beach race track. Lake finished first in the half-mile, mile and two-mile events, and second in the quarter-mile dash and five-mile race. Thomas Bellow, with 23 points, drew down second honors, while Frank Platt finished third, with 19 points.

Papesca Leads New England Cyclists

The New England Wheelmen resumed their races in the weekly "cork" series on the Eastern Boulevard, on the 1st inst., in New York City, when J. Papesca triumphed over a field of ten in a five-mile event in the fast time of 17:36⅘. E. Anckelin, A. Desinore, and C. Baron were other point scorers.

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and
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NEW YORK, NOVEMBER 3, 1914

WILL YOU BE A BEAVER OR A BEAR?

When the cold breath of winter blows across the land, and the first fall of snow covers the ground, Mr. Bear looks around and thinks it's about time to go into winter quarters. So he rummages about in the snow and sniffs until he finds a comfortable spot where he can lie, all covered up, except for a small hole in the snowy surface which lets in air for him to breathe. Mr. Bear is mighty fat at this season, and all winter long he is nourished by this fat, lying in great rolls on his mighty bones, until in the spring he is as thin as an underfed mule.

Mr. Beaver has other ideas about how to spend the winter. He has laid in a stock of food, sure enough, in the summer, and he uses this at times, but he also goes out of his pond to shore and keeps his eye out for nice saplings. When spring comes Mr. Beaver is just about as fat as his skin will let him be, and he has his larder well stocked.

Are you, Mr. Dealer, a Beaver or a Bear? What are your plans for the winter? Are you going to hibernate in the snow, or are you going to keep right after prospects all winter?

One dealer makes a point of selling his second-hand mounts by partial payments during the winter, so that by spring they are paid for. He shows the prospects that it is to their advantage to engage their mounts before the rush, and that there is a wide choice at this season. Another dealer pays calls on prospects with his sidecar during the snow season; another starts a new and systematic literature campaign. There are endless other ways, suited to local conditions, of being a beaver.

The motorcycle is not a one-season mount. It is for all the year, and it's up to the live dealers to join the ranks of the beavers. Don't hibernate!

ABOUT SPEED IN ENDURANCE RUNS

The sad accident which recently resulted in the injury of a woman occupant of a sidecar during a recent endurance run in Long Island should make motorcyclists pause and think. That hurt should have come to a woman, and she only a passenger at the time, is doubly unfortunate.

The report of nearly every endurance run that comes in has its chapter of accidents, great or small. A bad spill on a certain hill, a collision with an auto while going through a certain village, a skid on a sandy turning, a rider thrown while crossing the railroad tracks, all make their appearance weekly in the reports.

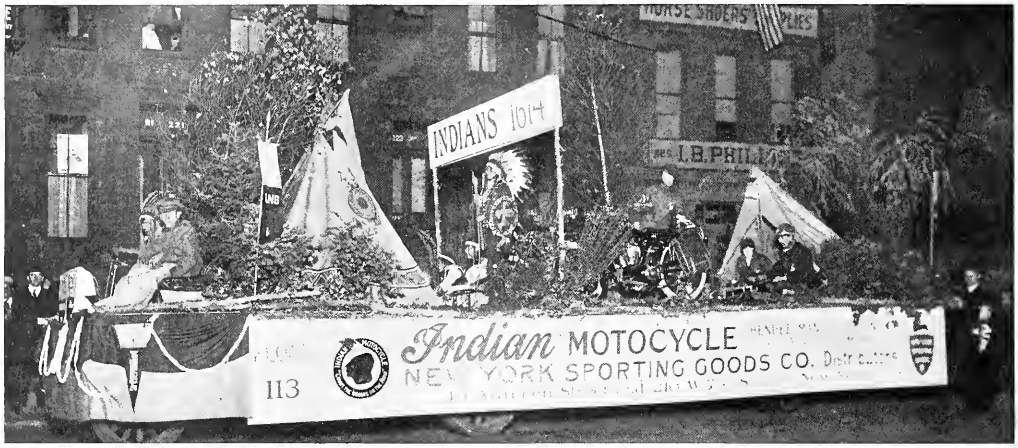
The significance of it all is that the accidents are almost never due to defects in the machines themselves, but are the result of reckless riding, generally in the endeavor to make fast time when behind the schedule.

The clubs and individuals who are already beginning to arrange the routes and schedules for runs for the coming season ought to resolve on three things. First, limit the schedule positively to twenty miles per hour. If the schedule calls for twenty the riders are going to travel at thirty or more for large portions of the route. Second, keep out all who are not experienced riders. A separate run can be organized for the youngsters and novices. Third, penalize a rider heavily for an accident such as a collision, etc.

PARADES AND THE MOTORCYCLE

The motorcycle division of the New York Tercentenary Parade suggested the great utility of such occasions for impressing upon the public the pleasure and ease with which the single-tracker and sidecars can be run. There can be no doubt that this parade was the most inspiring boost which the motorcycle has yet received in the great metropolis.

Many parades are held each year throughout the country commemorative of historical and other events, which present a splendid opportunity to enterprising dealers of persuading some of their rider-friends to join in the celebration. The public is then given an actual demonstration of the machines under very favorable conditions. This method of securing publicity is inexpensive and highly effective, for the riders are glad to be in the parade and their friends will be interested spectators.



The "Indian Float" showing the Indians of 1614 and present-day "Indian" enthusiasts in camp

Motorcycles Feature of New York Pageant

When a thousand motorcycles, the most striking feature of the motor pageant of the New York Tercentenary Celebration, came down the line of the parade last Wednesday evening, it was the signal for the thousands gathered on the avenues to burst forth into a volley of cheers and hurrahs. It was an inspiring boost for the motorcycle. Huge flags and banners, fluttering from many windows, formed a splendid canopy, brilliantly illuminated by festons of tens of thousands of electric lights, under which the beautifully decorated motorcycles and sidecars triumphantly sped.

Such exclamations as, "Where in the world do they all come from!" and "Aren't they pretty, though!" struck the spectator's ear. Then, when the main body of the two-wheelers had passed, several single-trackers came along at a terrific rush which made the crowd hold their breath. So impressed were they that after the last straggling machine had disappeared in the distance an appropriate silence reigned through the throng.

Immediately following the governor's and mayor's automobiles came the advance guard of the motorcycles, led by a band of 20 pieces seated in Indian sidecars. One was struck by the ingenuity displayed in decorations and dress. On one machine the peace and prosperity of America were symbolized by doves perched on the handlebars, a big placard bearing the word "Peace," and a cornucopia placed over the rear wheel, while white carnations and red, white and blue ribbons were attached to the frame and wheels. The rider was strikingly arrayed as Uncle Sam, the whole suggesting that bounty followed peace. Another parader had his motorcycle decorated to resemble an aeroplane and a card on the back mudguard bore the legend "A Flight for Peace in Europe."

Pretty girls played no small part in enhancing the appearance of machines. With his lady companion on a tandem seat, one contestant for the prizes had his two-wheeler covered completely with gold tinsel. Then, there were the "white twins," joyously seated under a snow-white canopy supporting a cornucopia; a beautiful girl peeped coyly out of a Harley-Davidson sidecar which was covered with a hood made ornate by an abundance of ribbons and bunting.

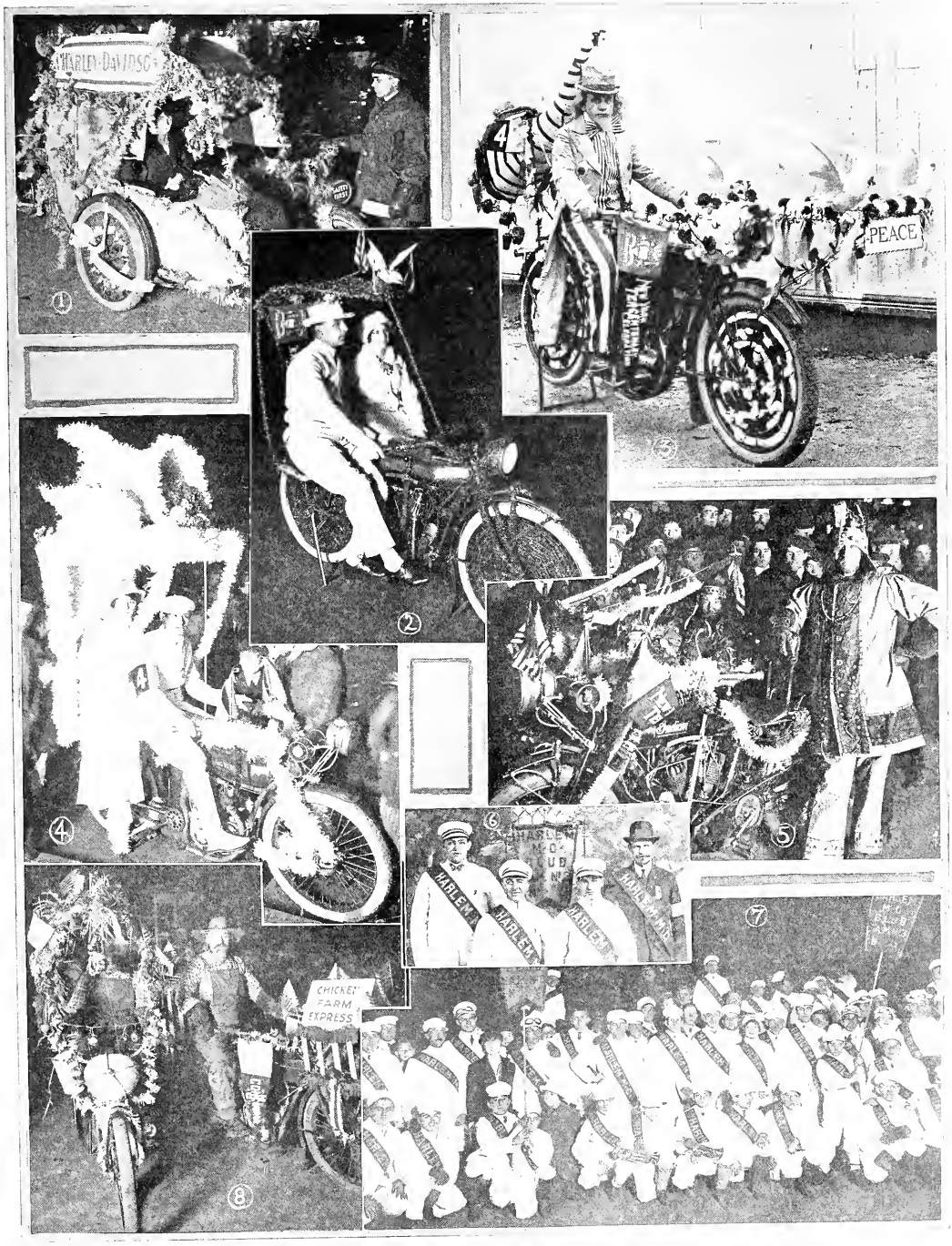
There were so many Indians that one might have thought a whole tribe had been brought from the reservations to take part in the parade. Squaws and little papooses filled the sidecars and the proud chiefs rode beside; many Indians also came alone, to show off their favorite motorcycle.

Of grotesque decorations there were several. A farmer from Greenwich, Conn., rode to New York to join the celebration dressed as a country bumpkin, carrying a pig in a crate strapped to the handlebars. Pumpkins, cabbage, celery, apples and what not, just covered the machine of another farmer, so that it looked like a traveling vegetable and fruit market.

The Harlem Motorcycle Club had

The "Pope Float" carrying types of two-wheelers which disclose their progress

PRIZE WINNERS IN THE NEW YORK TERCENTENARY MOTOR PAGEANT



1 and 5—Second and first prizes, respectively, for best decorated sidecars. 2 and 4—First and second prizes for best decorated tandems. 3—Grand prize and first for best decorated machine with single rider. 6—Officers of Harlem Motorcycle Club. 7—First prize for club with highest rating of points. 8—First prize for most grotesquely decorated machine

nearly 70 members in the pageant, dressed in white suits. A good showing was also made by the Concourse, Indian and Yonkers clubs.

Two floats, bearing on the evolution of the single-tracker, were the center of much attention. Gotten up by Weaver-Ebling, New York agents, the "Pope" float showed the "Hobby-Horse" of 1816, the old "Ordinary," the high wheeler of 1882, the "Columbia-Veloce" of 1888, the "Century-Columbia" of 1892, and finally the 1914 Pope motorcycle. True to its name was the Indian float. A tent was spread at either end. Near the first was depicted a scene of Indian life in 1614, showing several Indians grouped before a log fire preparing a meal with their crude cooking utensils; before the rear tent sat three "Indian" enthusiasts of 1914, who had left their machines in the bushes, while they tended the modern frying pans and enameled pots at the camp fire. This float won the $500 prize for the best commercial display.

When the parade was all over, one of the dealers standing by the curb was heard to philosophize: "I'll bet all the money in the world that there were thousands of fellows in the crowd who weren't definitely decided to buy a machine, that'll want a motorcycle worse than ever now. And the parade did the trick!"

A list of the lucky prize winners has not yet been completed, the judges being still undetermined on certain awards. The partial list of successful contestants follows:

For the best decorated machine in the entire division: First prize, Hendee trophy, to C. W. Bucknall; second, Hendee trophy, to J. J. Smith; third, value $25, to Victor Pellazari.

For the best decorated machine with single rider: First prize, value $35, to C. W. Bucknall; second, value $25, to Fred Larsen; third, value, $15, to be determined.

For the best decorated machine with sidecar attached: First prize, value $50, to J. J. Smith and family; second, value $40, to George Barnes and his companion; third, value $25, to Al Cocchi and family.

For the club having the highest rating of points: First prize, value $30, to Harlem Motor Cycle Club; second, value $20, to Concourse M. C.

For the machines decorated in the most novel or grotesque manner: First prize, value $20, to George Bussing; second, value $15, to Dolph Mclash.

For the lady most appropriately dressed for riding: First prize, value $25, to Miss Francis Loeb; second, value $15, to Mrs. Cattel; third, value $10, not determined.

For the best decorated tandem: First prize, value $35, to J. J. Cox and companion (lady's prize); second, value $25, to A. P. Bastede and companion (lady's prize); third, value $15, to W. J. Weber and companion (lady's prize).

The prizes will be presented to winners at a dance to be held on November 23rd in the Amsterdam Opera House, located near the corner of 44th street and Eighth avenue.

All is Ready for C. R. C. A. Dance

Final plans have been laid for the 17th annual informal and novelty dance of the New York Division, C. R. C. Assn., to be held at Plaza Hall, 110 East 59th street, Saturday evening, November 21.

The affair promises to attract the cream of the cycle riders of the Metropolitan district, which include A. W. Morgan of the C. R. C. Ass'n; Lock of the Americas, N. Y. Div.; Frazee brothers, Schmidt and others for the N. J. Div., C. R. C. of A.; J. Papesca, Aicklin, Polacsy, D. J. McIntyre, president of the Interclub Amateur Cycle Road Racing League, for the New England Wheelmen; Frank Van Aken, George Nagel, Joe Crowley, of the Acme Wheelmen, and the champion road racing team of the N. Y. Div., C. R. C. Ass'n, E. Jensen, J. Napthal, B. Baker and I. Taub.

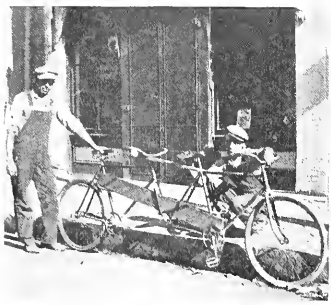
The committee hopes to bring out quite a few surprises in regards to novelties and such things as have been done in the past; and most of all, no restriction will be given to those who wish to tango until the wee hours of the following morning.

Tickets can be had from any member as the Association, or from its chairman, W. T. Thompson, of 157 Thompson street, New York City.

Three Shops Join F. A. M.

During the week three new repair shops have registered with the F. A. M. The names and numbers are given below:

No. 1088—Gus Strohmeier, Sac City, Ia. No. 1089—Henry Tholen & Son (Herman J. Tholen), Victoria, Kan. No. 1090—Yorkville Motorcycle Works (Harry Rugger), 1729 First avenue, New York city.



A tandem built by miners in Lincoln, Neb.

Looking Forward
COMING EVENTS

November 3-7, San Angelo, Tex.—Series of motorcycle races in connection with the Fall Fair, under the auspices of the local motorcycle club.

November 6-7-8, Phoenix, Ariz.—Second annual Coast—Phoenix endurance run for 520 miles, under the auspices of the motorcycle club of Phoenix in cooperation with the Arizona State Fair Commission and the San Diego Motorcycle Club.

November 16-21, New York City—Six-day bicycle race at Madison Square Garden.

November 21, New York City—Annual dance of the New York Division of the Century Road Club Association in Plaza Hall, 110 East 59th street.

November 26, Savannah, Ga.—Professional 300-mile road race over Grand Prize automobile course.

November 26, Stamford, Tex.—One hundred mile race on 61.00-class machines without ports.

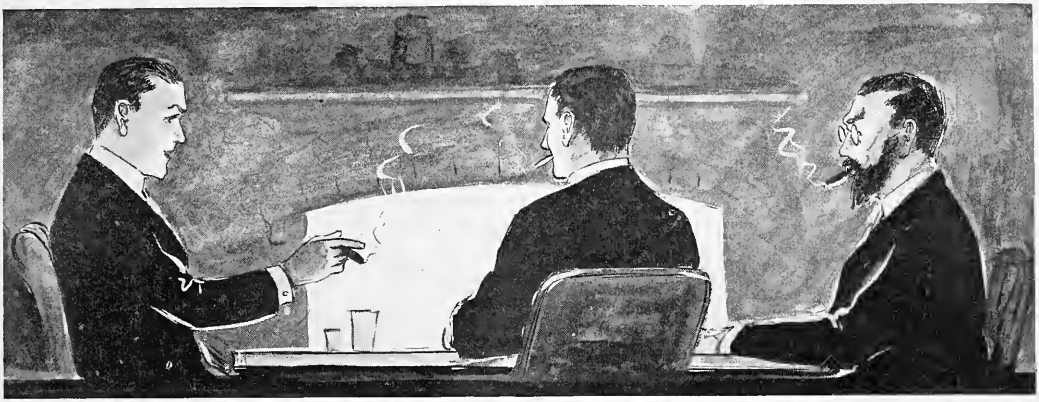
January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 4, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

Coffman Appoints Commissioners

President A. B. Coffman has recently announced a number of appointments to important offices in the F. A. M. A. W. Green, 108 Appleton avenue, San Francisco, is now commissioner for California, this being in confirmation of his election at the convention held in Stockton. On the recommendation of Director Pliny Simpson, M. E. Harding, 106 East 6th street, Topeka, Kan., was chosen commissioner for his state. Three other appointments were given out by the president as follows: C. E. Sauer, 635 St. Charles street, New Orleans, commissioner for Louisiana; John Balmer, care of Balfour Hardware Co., Savannah, commissioner for Georgia; F. L. Hunt, care of Hendee Mfg. Co., Minneapolis, commissioner for Minnesota.

These new appointees, according to President Coffman, are energetic F. A. M. workers and should be given the hearty support of all.



"You felt as if the fellow who wrote that letter was trying to slip one over on you, and you didn't like it"

Relating the Adventures of John Prospect

In Which Tommy Noodle and Dr. Wise Discuss With the Adventurer the Merits and Demerits of Various "Follow Up" Letters Which Prospect Has Received From the Dealers

The second of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler.

It was five o'clock on a cold November afternoon and John Prospect was seated before the fire at the Park Club, Anytown, which was his home burg. It was a cold day, and John had been taking one of those "warm ones" and felt fine. The fireplace was not one of those ornamental things, but a great big affair in which the flames crackled and snapped cheerfully, making John think about that large Thanksgiving turkey which he was going to eat soon out at the old folks' place. Old Dr. Wise and Tommy Noodle were seated by the fire, around the little oak table, and they had had some warm ones, too, and everybody felt fine.

Dealers a Lot of Soreheads

"Heard you almost bought a motorcycle," remarked Tommy, blowing the blue smoke from his cigar up to the ceiling. "How was it that you changed your mind?"

Prospect frowned. "Well, you see I took an afternoon off from the office to give 'em the once over, but the dealers turned out to be a lot of soreheads. They didn't do a thing but tell me how bad the other fellows' machines were, so naturally I never got to know how good their own were."

"In other words," agreed Tommy, "there was nobody home but the knocker."

"Yes, they were so hot about each other that they never cooled off for visitors."

"So that made you sore at all motorcycles?"

"Not exactly; I have a notion that a motorcycle is a pretty good thing. I'd rather like to be astride one of those animals and be pulled up hills and over sand and bad going. I'd like one to go home on one at night—think the fresh air would sort of clear out my head after work."

"Did you ever hear from the dealers again?" interrupted Dr. Wise. "You know that sales, or rather the psychology of sales, is one of my hobbies, and I ride it everywhere, so I'd like to hear the details of your experience with the dealers."

Prospect laughed and pressed the button under the table for some more warm ones. "Yes, I heard from all of them; they all wrote to me about a week later."

"What were the letters like?" asked Dr. Wise.

History is Not Selling Talk

"Can't say that I thought very much of them. They struck me as pretty poor stuff."

Dr. Wise looked interested.

"Don't you see that there must be a reason for that? You are interested in motorcycles; you want to learn about them; yet when the only three dealers in town send you literature you say it's poor stuff. Now let's find out why they were poor stuff. What was the first one like?"

Prospect drained his glass and shook his head thoughtfully.

"Well, if you want, the first letter was from the C-D dealer, the fellow at the top of the hill on Main street, and it was nothing but a list of races that the C-D's had won during the past season."

"What's the matter with that? They must have class if they grab a lot of races," demanded young Noodle.

Sending His Data to the Wrong Man

"Well, wait. It runs something like this—there is a big head at the top of the page, 'IT'S BOUND TO WIN,' and under that a list of victories for each month. For instance—'Oldtown, O., three firsts and one second out of four starts—the C-D cut the mile-track record one and three-fifths seconds! Detroit annual racemeet, the C-D's cleaned up in all three events! Pikersville 100-mile race for 61 cubic inch models, a C-D machine made a new record for the course when Jones, the X-Z speedster, blew a tire at the north turn. THE C-D IS THERE EVERY TIME. Tampa feature, a C-D victory, first, second and third, a feat never before accomplished, and we broke the record, too. 'WHY DOES THE C-D SHOW THE WAY

IN EVERY RACE?—BUY ONE AND SEE FOR YOURSELF!'"

"That's great stuff, lots of hot pepper laid on thick!" chortled Tommy. "What's queer with that, you nut?"

"Simply this," responded Dr. Wise. "John here is not going into racing as a career, and he probably does not want to go more than 40 miles on a machine. Of course, there are lots of young bloods, speed demons, who want to beat the limit just a little everywhere, but the majority of buyers in almost every line are conservative—in the motorcycle line they want machines that will carry them around where they want to go on tours or to and from the city, or around the farm. Now this C-D man is getting his literature mixed; he is sending John data that ought to go to the trade or the publicity department. Probably the letter will convince him of what is really true, that the C-D short-coupled model is one of the most consistent track winners in the country, but it will not convince him that it is what he wants to carry him around Main street every day."

Failed to Touch on Present Day Needs

"I think you are right," agreed Prospect, "because I remember thinking at the time that it was like giving me a bucking bronco to learn to ride on. I know enough about them to know that the big twins are heavy beasts and when they get a little out of hand over you go."

"Well, give me the heavy animals every time," observed Tommy. "But I get you all right—you want a lightweight to spar with. What did the next fellow show?"

"The second letter was from the A-B dealer and it was very long. It started out by saying that there was something I ought to know. I pricked up my ears because I thought surely here was where the A-B people would show their cards. But nothing of the kind. What they did say—which was the thing I ought to know—was that the A-B machine was so much better than all its competitors that it towered above them as the Woolworth building towers over the Aquarium. The letter said that the A-B had always been the best, had been the best at its start 15 years ago, and at 10 years ago, at 5 and 1. It showed a pretty picture of the A-B machine, looking as if it had been newly painted, with its rider immaculate and wearing a glad smile, gliding by the spot where a rival cowered in the dust, its rider spotted with dirt and grease. Then for two pages it went on to say that the A-B would always amble along in front of all competitors with the easy grace of a premiere danseuse leading a herd of elephants.

"A little booklet which was enclosed was full of pretty pictures, showing the A-B in the mountains of Korea, on the Colorado desert, and going north to Canada on a road race when war broke out. There were views of the machine in a tea house in Japan, and Hawaiian belles surf-riding on one. A Swiss mountaineer was herding his goats on one, and the Russian peasant was using one to carry his wife around."

Buyers Nowadays Use Their Heads

"What was the matter with the pictures? That Hawaiian stuff sounds good to me," chortled Tommy.

"The pictures were pretty, but they did not tell anything to me about how good the A-B was for me to use."

"In other words," suggested Dr. Wise, "you opened that letter expecting one thing—to be told the merits of that particular machine, and what you really found was only the assurance that it was the best machine in the world. The pictures interested you by their novelty, but they did not claim your attention, as they would if they had shown how the motorcycle could be used by you. You felt as if the fellow who wrote that letter were trying to slip something over on you, and you didn't like it."

"I guess that's just what it was," assented Prospect.

"It's a fact that nowadays buyers are a pretty intelligent crowd, and they generally use their heads when they read a circular or come-along letter. If a letter starts out by saying that something is the greatest little article in the world, it rubs a buyer's fur the wrong way. He knows just as well as the man who sent the letter that "the best in the world" stuff does not stand analysis ninety times out of the hundred. What it generally means is that the article is better than the others in one respect, or rather that the dealer thinks it is. So when the fellow who reads the letter runs across a statement like that in the first line he just naturally gets his back up and says, 'Here, this fellow is trying to slip something over on me.'"

Dirty Stationery is Poor Business

"That was the way I felt about it."

"And that prejudices him against the article from the start."

"Now that you mention it, I think it does."

"Well, there's another letter yet; what was the matter with that?" suggested Noodle.

Prospect shook his head.

"That third letter was worse than the others, if I remember it rightly," he said, "because it was sloppy. I think the E-F dealer had a good line of talk, but you couldn't make it out because it was a carbon copy and very blurred. The carbon sheets had streaked the paper."

"Ah," observed Dr. Wise, "that is bad. Such a letter could never convince a buyer that the article it boosted was high class, because the letter itself was sloppy."

"The paper was dirty, too," added Prospect.

"So much the worse. Dirty or mussed paper prejudices the reader from the start, something which I am trying to show you is to be avoided absolutely in a letter. Now, clean, crisp paper, with a little harmonious color worked into it, say brown or gray, and the head in neat, slender type, not flaring bold-face, is going to impress the reader sub-consciously."

"Why not have a big letter-head? It looks snappy," inquired Tommy.

A Rubber Stamp Signature Repels

"Simply for the reason that it is out of place. It is like a man shouting at you when he should talk—it irritates you sub-consciously."

"But it shows up good."

"No. A big, bold-face head looks like patent medicine, or election literature. The smaller script can be made distinctive. Look at Tiffany and Gorham and the big fellows on Fifth avenue. Do they run to bold-face and big heads? Nothing of the kind—they keep to a quiet, distinctive script and never alter it. The result of it is that the instant you see that script, even with the tail of your eye, you know what it is. That's the psychology of it. Now, the little fellow who wants to make a big noise springs the 50-point bold face on you, on the principle that if his type is big you will think he is. But you don't think so one bit. Probably his stuff hasn't got the punch and he wants to make up for it by shouting at you, but you get mad when a fellow shouts at you. It's just as if his pistol missed fire and he tried to knock you down with the butt of it."

"Well, perhaps you are right," agreed Tommy.

"I am right, pyschologically right!" snapped the Doctor.

"One other thing," observed Prospect. "The E-F dealer signed with a rubber stamp. Now if there is one thing about a letter that gets me irritated it's just that signing with a stamp. It makes me

feel as though the fellow who sent the letter didn't care a rap about me personally. He couldn't find the time to sign, when I spent twenty times as long reading the letter. It makes me feel as if the fellow thought I was not good enough to waste ten seconds on, and all he wanted out of me was my money."

Doctor Wise nodded.

"Quite right," he assented. "Little courtesies count for a lot in selling goods and that rubber stamp habit might lose that dealer half a dozen machines in a year, with the consequent loss to himself."

"It always pays to buy the other fellow a drink," remarked Tommy.

"Well, not always a drink, but it pays to be courteous, especially in such a little matter as signing your own name to a letter instead of using a rubber stamp."

"So much for the letters," answered Tommy. "What do you think about motorcycles now, John? Are you keen for the buy, or are you ready to join the hammer brigade?"

"I don't know quite what to think now," puzzled Prospect. "You see, the dealers themselves knocked all the other fellows' machines so much at first that it rather soured me on the subject. But I still think that logically the motorcycle is a good buy. It ought to be, and I'll get at the facts of the matter yet."

"How?" inquired Dr. Wise.

"I figure that is up to the dealers. They know that I am interested in motorcycles, and if they have confidence in their machines they'll keep after me."

"In other words, you put it up to them," suggested the Doctor.

"Yes."

"What do you think they will do now?"

Prospect shook his head.

"I don't know; it's up to them to show something. I think it would go a long ways with me if one of them were to call me up, make an appointment and take me out for a ride in a sidecar or a sideseat, while he explained the machine to me and showed me just what it could do in the way of hill climbing or over rough going. In that way I could get a first-rate idea of how good it was."

"Perhaps one of them will; the A-B dealer might, because he seems to have the punch even if it is the wrong kind."

"Meanwhile," suggested Tommy, and rang for some more warm ones, which were soon served.

"Here's to the motorcycle," proposed Prospect.

"Here's to the intelligent dealer," amended Dr. Wise.

And they drank the warm ones down, because it was a cold day.

Syria Seems to Want American Bicycles

In 1908 there were but two bicycles in Aleppo, Syria, says the American Consul at that point, but in 1910 there were about 100, and now, July, 1914, there are said to be more than 600 wheels, all men's and boys'. For obvious reasons there is no demand for ladies' wheels. American manufacturers have paid no attention whatever to the Aleppo trade, and no bicycles have been imported from the United States. All wheels are brought from England, without tires, the latter coming exclusively from France. No bicycles or accessories are manufactured here and no tax or license is required by the government or the municipality. The import duty is 11 per cent ad valorem. The demand is, and will continue to be, for cheap wheels, but a limited number of high-grade bicycles can be sold. All accessories are required, such as dust-proof ball bearings, free wheel, rim brake, double tube tires, mud guards, horns, bells, pumps, tool bags, etc. High-grade models should have coaster brake, two- or three-speed hub and coaster hub brake, enabling the rider to dismount at any position on the back pedal. Many of the wheels sold locally have nickel-plated rims, handlebars, sprocket-wheels and pedal shafts.

Inquiry among dealers indicates that about 250 men's and boys' bicycles have been sold in Aleppo during the first six months of 1914. One factory sells at $9.26 c. i. f. Tripoli, Syria, and another at $9.70 f. o. b. Glasgow, all without tires. Five hundred and fifty pairs of double tube tires were imported, 250 at $1.93, 250 at $3.57, and 50 at $4.63 the pair. About $1,500 worth of accessories were imported this year.

Motorcycles are in small demand, but four having been sold since the beginning. These are of a cheap Swiss make, costing but $116 c. i. f. port of entry.

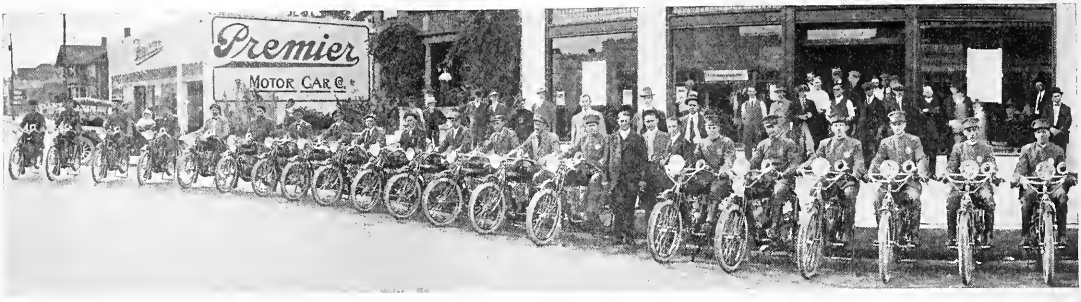
Bicycles are sold at wholesale on 10 per cent commission, with 5 per cent discount for cash against documents upon arrival of the goods at Tripoli, Syria, the port of Aleppo. Otherwise four to six months' time is granted for payment. Tires and accessories at 5 per cent discount for cash against documents. On motorcycles a 20 per cent discount is allowed, and 5 per cent off for cash against documents, or four to six months without interest.

Considerable inducement is offered by English firms to local dealers in the way of discounts, terms of payment and supplying free with each order of five or more bicycles a liberal supply of spare parts, such as spindles, spokes, cups, cones, etc., to repair breakage without cost or delay. Importers claim that the qualities now used are poor and that they would like to be able to get their wheels and supplies from the United States, but that the distance is so long that delay in arrival of goods and cost of transport appear to render it inadvisable. However, apparently some of them would be willing to try American wheels if our manufacturers will take the trouble to ascertain the most economical manner of shipment and make quotations c. i. f. the port of entry, as otherwise it will be impossible for importers to calculate the cost to them. It will also be necessary to meet European competition in prices, commissions, discounts, methods of delivery and other terms. Interested parties should take up the question by correspondence, writing and submitting catalogues in French, with the commission firms, importers, or dealers of Aleppo consular district.

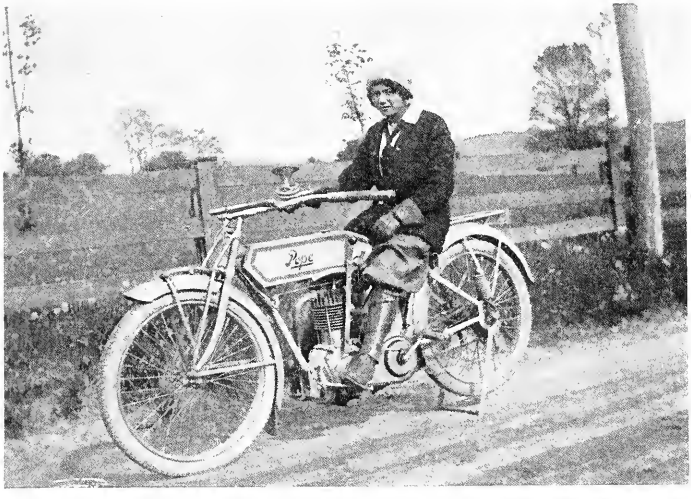
Cycles Demanded as Price of Safety

The value of the bicycle and motorcycle in war is shown by a recent incident which occurred in Ghent. A force of Germans was restrained from entering the city at that time only after an agreement was reached by its commander and the Burgomaster, M. Braun, whereby certain supplies would be forthcoming. These consisted of 10,000 litres of benzine, 1,000 litres of mineral water, 150,000 kilos of oats, 25 compressed-air cylinders for motor cars, 100 bicycles and 10 motorcycles. The stipulated supplies were delivered on the following day. Later, when two German officers entered the city they were shot; but this did not cause either party to break the agreement.

In response to the query: "Should sentries shoot at motorcyclists?" which was sent out by a foreign publication, a reader replied that since it was difficult for motorcyclists to hear when going at a good speed, he would suggest the use by the sentries of a red flashlight. This he could hold up high when wishing to stop any motorists at night.



Line-up of the speed and service squads of the Los Angeles Police department which recently awarded



Then and now—Mary McCauley, of Baltimore, Md., an up-to-date Pope enthusiast, who has solved the dress problem

The Motorcycle As a War Machine

News is constantly coming in about the motorcycles at the front. The fact that more than 100 Indian machines are in use by the British army, and at least 87 more by the Belgian forces, makes the reader speculate as to the actual use to which they are put.

Then and now—a bloomer girl of twenty years ago, showing the costume of that day

Of course, different countries have different means of using their valuable two-wheelers. In England and France, however, the motorcycle has certain definite employment.

All along the line of battle may be seen riders on motorcycles carrying despatches from one division of troops to another. When battles are raging along spaces of a hundred miles the field telegraph is not always available to carry a communication to a certain point. Then it is that the motorcyclist must spring upon his mount and speed away for very life to his destination. At such a moment he is worth several times as much as a man on a horse. The field telegraph is the standard means of communication, extending as it does from headquarters to every section of the long line of battle and reaching back to the base of supplies. But this is liable to be rendered useless in places by the weather or severed by the gunfire of the enemy. It is then the duty of the motorcyclist to search along the line of wire until he finds the break and repair it from the field kit which he carries.

A second important task for this valuable member of the army is to accompany the transport wagons and motor trucks along the road and to report when one of them is disabled from any cause.

A novel use for the sidecar is that of ambulance. London firms are busily engaged in manufacturing these to send to the seat of war. Instead of the usual cane chair, the three-wheeler mounts a long pallet frame covered with canvas. The frame is reinforced and connected to the frame of the attached motorcycle and the extra wheel is carefully surrounded by a large guard so that mud and dust will not be thrown into the occupant's face.

But by far the most important use for the motorcycle is that of scout. The performance of the riders and their mounts in this war in getting information and keeping up to the minute in regard to what is going on is remarkable. Another article in this issue describes at length the operations of a scout in the region where history is in the making.

In Columbia, Mo., three Harley-Davidsons were called into service by the fire department. The automobile apparatus needed repairs and during the time that it was laid up three Harley-Davidsons were requisitioned to take its place in order that the speedy efficiency of the department would not be impaired.

Dan Lesh, on a Merkel, covered the two miles of the Tacoma Speedway in 1:29 on Friday afternoon, September 25th, in an unofficial race against time. He was clocked by a number of timers, all of whom gave him 1:29 or better, which is maintaining a speed of 80.9 miles per hour. This is as good a record as was made by Teddy Tetzlaff with his automobile during the July auto races.

the contract for 28 additional machines to C. Will Risden, Indian distributer for Southern California

Appletons Take Time by the Forelock

The Appleton Motorcycle Club desires to announce a three-day celebration to be held on July 3rd, 4th and 5th, 1915, at Appleton, Wis., with July 4th and 5th set aside for race dates.

Two races will be held on each day consisting of one 10-mile free-for-all, strictly stock, 30-50 class, and a 65-mile free-for-all, strictly stock, 30-50 class. The track is a half-mile, oval in shape, in perfect condition. Prizes for the 10-mile have not been decided on, but the prizes for the 65-mile event will be $300 for first and $150 for second. The club desires to secure the best riders possible and guarantees each to receive fair and courteous treatment. The club has taken steps to raise the required amount of money and expects to have same by February 1st, 1915. They expect to have the cooperation of the city officials and Business Men's Association.

They invite every motorcycle rider who can come to participate. He will be assured of a royal welcome and a good time while in the city. The club has an enrollment of 50 live members; the club rooms, located at 782 College avenue, are as fine as any in the state. Members have the reputation of being first-class entertainers. All necessary arrangements will be made in a concise manner and all that is essential to make this joyfest a complete success is the cooperation of every motorcycle club in the state. The club offers a prize for the best appearing club entering the parade to the race track on July 4th. The entire city will be in the hands of the motorcyclists for the three days.

Says Motorcycle Pulls 3,000 Pounds

Chief Inspector William O'Shea of the Toledo (Ohio) Fire and Police Alarm System, recently found a new use for his motorcycle in addition to carrying him on his tours of inspection. The department has been renewing cables in the underground conduits of the alarm system. The winch and engine which pull the heavy cables from one manhole to the next are mounted on a truck which the workmen have been in the habit of slowly and laboriously pushing along the street. Now, however, Inspector O'Shea hitches his motorcycle to the tongue of the outfit and the men jump on the truck and are hauled from one manhole to another. The complete weight of the load thus pulled by the little two-wheeler is estimated at about 3,000 pounds.

Harry Muhl and George Reed, who won all the firsts and seconds in the meet staged by the Nebraska State Fair management. Muhl won four races and Reed finished second in each of them

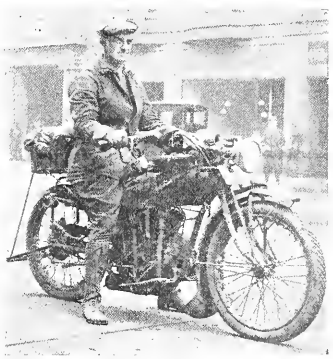
The devotees of the wheel in Frederick, Md., are organizing a club, it is reported. They plan a run to Baltimore on the 24th, staying over Sunday in that city.

Nebraska Develops Two "Comers"

The first annual Nebraska State Fair held recently featured motorcycle races. Four 10-mile events were staged and 16 riders were entered.

Two boys accounted for all the races, Harry Muhl, aged 18, taking four firsts, and George Reed, aged 16, following him over the line in every instance. Muhl rode a 1911 single stripped stock Indian, while Reed's mount was a similar machine, dated 1912.

The times made were good considering riders and conditions and motorcycle fans look forward to an enlarged program in 1915.



G. M Beckert, Indian dealer in New Orleans, as he looked when he reached Chicago

Overhauling the Motorcycle Magneto

A Short Review Which Emphasizes the Vital Points to Be Considered By Repairman or Novice When Overhauling the Motorcycle Before Putting It Up For the Winter.

By Al Bartsch

Those who have no desire to prolong the riding season into the winter months, who prefer the fireside to the frigid blast of the year's last days, are now preparing to store away their mounts until the call of spring awakens their desire to once more take to the open.

Those who have learned by experience will overhaul their machines thoroughly before laying them to rest, and while the knowledge of the average rider is sufficient to attend to the requirements as a whole, his ability to give attention to his ignition system is not as a rule extensive.

It is the purpose of this article to suggest the overhauling which might properly be given a magneto so that with the other components of the motorcycle in perfect order all will be fit and trim when the call of the road again is heard.

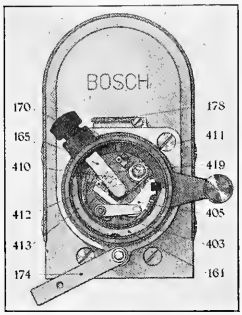
"Hands Off" May Mean Neglect

Taking it for granted that the magneto has been used for about 3,000 to 6,000 miles and that it has been performing its duties quite satisfactorily, thus making it unnecessary to dismantle it entirely (such action being hardly within the province of the amateur), we shall proceed with suggestions for these operations which are necessary to clean and make the proper adjustments that a season of use has made desirable.

While it is quite true that those "in the know" now think twice before blaming every ailment to which an engine is heir to the magneto, yet this accessory is rather a delicate machine, and the rule, "fingers off," must not be carried to the point of neglect.

For ordinary adjustment, the magneto is readily "getatable," the tools required being a small screwdriver and the small adjusting wrench or spanner which is regularly supplied with the magneto or may be obtained for a few cents from the agent of the manufacturer.

Whatever dust or dirt may be covering the magneto should first be removed, a stiff brush unquestionably being the best aid for the purpose. Release the holding spring which secures the breaker box cover by pushing the former to one

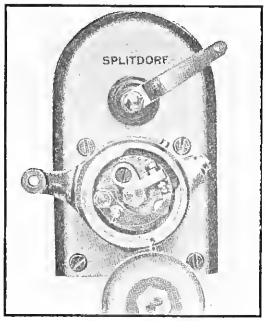


View of contact breaker end, with cap removed, of the single cylinder Bosch magneto. 170, switch connection; 165, contact spring; 410, long platinum screw; 412, short platinum screw; 413, contact breaker spring; 405, contact breaker lever; 161, steel cam; 411, lock nut for platinum screw; 178, cover of oil well

side, then remove the cover and the contacts, and the complete breaker mechanism will be in sight. You will notice one contact or platinum point is a part of a movable screw, while the other is fixed and forms a part of the inner end of the bell crank or interrupter lever.

Avoid Using Emery or Hammers

Turn the engine over, or in other words, revolve the back wheel so that the magneto shaft will turn, and carefully note the break of the points, that is, the distance the points separate when the fiber block of the interrupter lever rests upon the steel cam in the periphery of the breaker box. To the average



Splitdorf magneto with cover removed

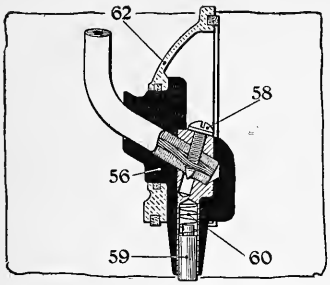
layman the distance seems to be negligible. Its actual measurement should be .020, which, when reduced to a common fraction of an inch, is 1/50 of that measurement. This distance is often given as the approximate thickness of a lady's calling card.

Detach the spring actuating the interrupter lever, swing to one side the retaining spring bearing on the pivot of this arm, and the lever in its entirety can be easily removed by lifting it out with the fingers. If the engine has been acting sluggishly of late, the chances are that the platinum points will be blackened or pitted, and it is advisable that this condition be corrected—either scrape the point carefully with a knife for the purpose or employ a fine jeweler's file to level up and brighten the face. The use of emery cloth or sand paper or hammering is not advisable; the first two leave grit embedded in the platinum, making good contact impossible; the last named method is too strenuous.

How to Make Adjustments

The engine should now be turned over until the adjustable platinum point is in a position to be treated handily and it also should be leveled up as explained above. The parts removed can now be returned and the whole breaker mechanism given a liberal bath with gasolene and a stiff brush. The cover of the breaker box and other parts also should be cleaned, and before replacing, the adjustable platinum screw should be screwed forward or backward in order that the proper break is obtained. Special attention should be given to the lock nut in securing this platinum pointed screw so that there will be no possibility of its backing off when the magneto is in operation. The speed at which the contact breaker revolves is extremely high and the backing off of this lock nut is liable to do considerable injury to the delicate mechanism.

Those who have purchased their motorcycles within two years or thereabouts no doubt will find that their machines are fitted with an enclosed type of magneto, but the similarity between the contact breakers of the older and present



Method of securing the cable in the single cylinder Bosch magneto. 58, the screw securing the cable and making the electrical contact for the carbon brush; 59 is the carbon brush, and 60 is the aluminum dust cover of the magneto

types makes it unnecessary to review separately the adjustments which are required. However, the carbon holders of the enclosed types used on single cylinder motorcycle magnetos and those of similar construction for twin cylinder engines differ from the carbon holders of the earlier designed magnetos, and it will be necessary, therefore, to carefully consider the arrangements regarding the method for the removal of the carbon holders so that the brushes may be inspected.

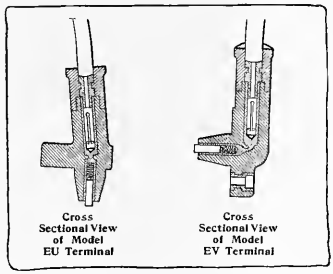
The Carbon Brush and Its Purpose

The current from the high tension winding of the armature is led into a metal segment imbedded in a hard rubber collector ring, or slip ring, as it is usually termed, which is situated on the side of the magneto opposite to that which contains the contact breaker. The high tension current is collected from this segment by means of a carbon brush held in position by what is termed a carbon holder. Should the brush become broken or its end wear unevenly it will not carry the current to the spark plug as readily as it should. Also the formation of a hard gloss finish on the end of the brush will tend to hinder its conducting powers and is likely to cause trouble, especially when the points are breaking at low speed.

It is well, therefore, to give some attention to these brushes before the overhauling is terminated. Remove the brush holder so that the carbon brush can be removed; dip the brush in gasolene and carefully wash it, then slightly file the end which bears on the slip ring so as to remove any accumulated dust or gloss. Carefully extend the internal spring by pulling out the carbon brush from its seating. This will insure a perfect contact with the slip ring. The copper face of the slip ring should be carefully washed with a cloth wrapped about the end of a pencil or stick, and while this moist cushion or cloth is bearing against the surface the armature should be rotated slowly in order that the entire circumference will be cleaned.

The brush with its holder may now be returned to its original position, but particular caution should be exercised to avoid fracturing the brush while replacing it.

On the single cylinder enclosed type of Bosch construction, the carbon brush is situated inside of an aluminum hood or cover which must first be removed before the brush can be located. This is accomplished by withdrawing the two hexagon headed cap screws that secure the aluminum hood in position. Gently insert a sharp screw driver at the head of the aluminum hood to separate it from the magnets. At the same time the hood should be lifted upward as a set of pins on each side secures it in



Methods for securing cable of Splitdorf magnetos, showing carbon brushes, springs, etc.

position. When this has been removed the carbon brush may be withdrawn readily from the carbon holder. In returning the hood to position, care must be taken that the carbon brush finds its way into the groove of the slip ring and that no dirt or foreign substance of any kind is allowed to enter.

Cables and How They Are Connected

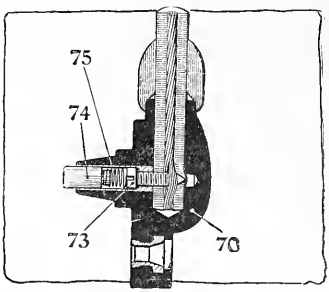
The cables should be gone over carefully from the plug to the magneto, and if any wear has caused the insulation to become defective or partially so it is best to renew all the wiring. There are various makes of magnetos having various methods for attaching the cable at the magneto. Some solder it and others have a mechanical method of securing the cable.

In the case of the Bosch magneto, the single cylinder enclosed type, the refitting of a new cable seems puzzling, as it finds its location by passing through a rubber bushing in the aluminum cover; in order to affix a new cable the aluminum cover must be removed, as referred to in the paragraph preceding. It will be noted that a screw is located on the upper side of the hard rubber brush holder. This must be withdrawn, whereupon the cable may be pulled from its position. When inserting new cable the end should be cut off square, but the insulation should not be stripped, and the cable pushed to the bottom of the hole in the exposed portion of the brush holder; then the screw referred to above is returned to position. While doing so it will pierce the insulation of the cable and pass through the wire strands, making a perfect electrical contact and also securing the cable tightly in position.

In the two cylinder magneto of similar character the carbon brush holders are placed to each side of the driving shaft and they are removed by withdrawing the two screws which hold the brushes in position. The carbon brush can be easily inspected and taken out of its sleeve after the carbon brush holder has been removed. At the bottom of the carbon brush sleeve is the cable fastening screw, and if new cable is required this must be withdrawn. It is particularly essential that a narrow bladed screw driver be used in order to offset the possibility of cracking the brush holder. When fitting a new cable the end is cut off square and pushed into the cable opening and the introduction of the screws secure the cable in position and makes electrical contact as described above.

Attention to the Oil Wells

One of the most important parts of the overhaul of the magneto is proper attention to the oil wells. Oiling instructions for the magneto cover minor operations, but the necessity of having clear passages through which the oil should be fed must not be underestimated. It is true that the average magneto requires but a few drops of oil each 500



Brush holder of a twin cylinder Bosch magneto. 74 is the carbon brush; 73, the screw holding the cable and making electric contact with the carbon brush; 70 is the brush holder; 75 is the carbon brush spring

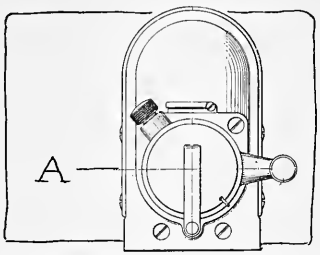
to 1,000 miles, according to the make, but only clean oil should be administered, and attention, therefore, should be given the various canals through which the oil reaches the bearings, so that there will be a certainty that they are cleansed thoroughly of any foreign matter which is bound to collect during a season of use. A toothpick and a thin piece of silk is best suited for cleaning the oil wells. When all the dust has been removed the passage should be flushed with some 10 to 20 drops of kerosene and further attention must be dispensed with until the cleansing fluid has had an opportunity to pass through the oil ducts. Then it is well to follow the operation with a few drops of gasolene and in five or ten minutes three or four drops of lubricating oil.

What Kind of Oil Should Be Used

Three-in-One oil is recommended as especially good for lubricating magnetos. Cylinder oil should not be used under any circumstances. It is too thick and has a tendency to gum. The modern practice of ball bearing lubrication by means of wick feeds eliminates the constant attention necessary to oiling, so that two drops every 200 or 300 miles will be a safe rule to follow if the machine is in constant use. In the Bosch magneto, the contact breaker or interrupter operates on self-lubricating bearings and consequently no lubrication must be given to that part of this magneto; in fact, it is essential that oil be kept away from this part of the machine, as it will tend to collect dust and is also liable to prove detrimental to the operation and life of the platinum points. For the Splitdorf magneto and others, a drop or two of oil is required in order that the contact breaker work properly, but in any event oil is not to be used profusely and absolutely none should reach the platinum points.

What the Spark Plugs Require

Assuming that the magneto has been thoroughly cleaned and all has been found well, the next to receive consideration is the spark plug or plugs, as the case may be. There is no doubt in the minds of experienced riders as to the importance of this accessory. Experience has shown that the spark plug has frequently been the seat of ignition trouble and of hard starting. After removing the spark plugs, clean them thoroughly with a stiff brush dipped in gasolene. If the plug is especially carbonized, it would be well to soak it in gasolene or kerosene for a time so that the deposit will be softened. Brighten the

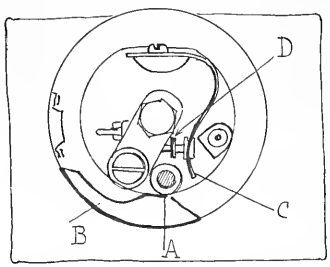


Contact breaker end of a Bosch magneto. A is the spring which must be put to one side to remove cover

electrodes or points with a very fine emery cloth and set them so that the gap between the points is no greater than the distance between the contact breaker platinums, namely, about 1/50 of an inch. If the gap is made too small the intensity of the ignition current will cause the formation of a metal bead between the electrodes, which will, of course, give a direct path for the current and no spark will occur. We have also the fact that too great a gap between the points will also cause ignition trouble, inasmuch as a wide opening makes it necessary for an intense current to be generated before the distance can be jumped. This condition is one of the most common causes of hard starting, when the fault has been found not to be due to conditions of poor carburization.

After carefully inspecting the plugs and making the adjustments as heretofore suggested, it is well to give attention to the insulator of the plugs in order to ascertain whether it has become cracked, if porcelain, or disintegrated, if mica.

It is invariably found after a careful and thorough overhauling the motor will be observed to run with much more life and snap, which will be the reward for the pains that have been taken in following the directions given in the previous paragraphs.



Rough sketch of the contact breaker of the Herz magneto. The fiber roller, A, strikes the cam, B, and forces the spring, C, outward, separating the platinum points, D. This roller frequently becomes flat and needs replacing. It is obvious how the adjustments are made

Harley-Davidson to Use Exide Batteries

Lighting System Perfected Through Use of New Vacuum Switch

Important among the trade announcements which have recently been made, was that the Harley-Davidson Motor Co. and the Electric Storage Battery Co. had entered into a contract under which the Exide Battery will be used on Harley-Davidson Models 11-H and 11-J throughout the season of 1915.

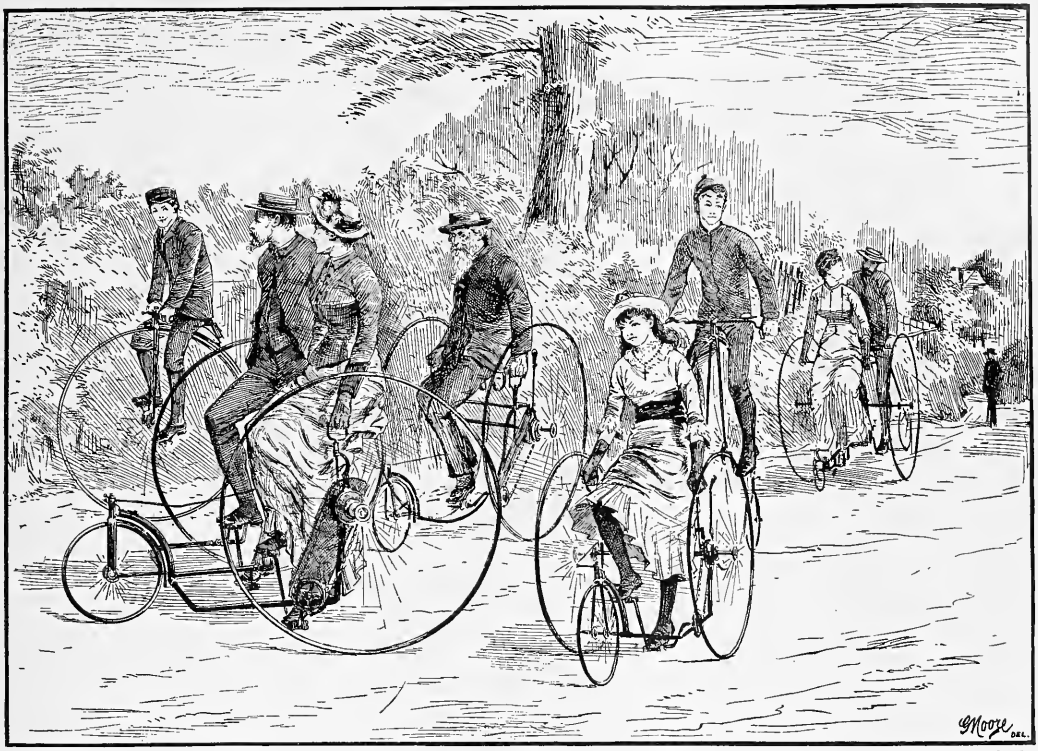
Exide Batteries carry an absolute guarantee of one year. They are good for fully two years of constant service, but are absolutely guaranteed for the period named. This is in keeping with the guarantee of the Harley-Davidson Motor Co., covering every part of its own manufacture, and the guarantee of the Remy Electric Co. of its product.

The Exide motorcycle battery is of the same type used so successfully by the Electric Storage Battery Co. in railroad and automobile practice. It has been tried out for motorcycle use many months both by Wm. S. Harley and his assistants in Milwaukee and by the engineers of the Remy Electric Co., specializers in motorcycle lighting.

The Exide battery is what might be described as a non-buckling, non-sulphating and non-spillable battery. The filler caps are so designed and constructed that the battery may be left upside down indefinitely without leaking. Practically no attention is required in keeping the battery up to capacity.

The invention by Wm. S. Harley of the vacuum switch used in the Harley-Davidson Remy system of electric lighting has a great deal to do with the success of this system. There is absolutely no possibility of the battery running down through the coils. All the attention that the battery needs is filling with distilled water twice a month in the summer and once a month in cold weather, to replace the water lost through evaporation.

The electric horn is located in the generator circuit so that it cannot be blown except when the engine is running. This is a refinement, the value of which everyone can appreciate. It is in keeping with the provision of a trouble lamp, which is available when needed—when a puncture comes at night, for example—and with the two bulbs provided in the headlight so that a dimmer lamp can be switched on for use in cities prohibiting blinding headlights.



Reproduction of one of George Moore's early drawings which he captioned "The Wheel Family"

DEATH TAKES TWO OLD ENGLISH BICYCLISTS

George Moore, the Veteran Artist, and H. J. Timberlake Cross the Great Divide—Both Men Assisted Materially in Making Cycling History Years Ago

The ranks of the veterans of the wheel grow thinner day by day. One of the latest of the old brigade to go is George Moore, the English cycling artist, whose illustrations and cartoons have appeared in the various English cycling papers for the past 35 years. George Moore was the first artist who could draw a bicycle properly and he undoubtedly pictured more sorts, shapes, sizes and styles of machines than any other man. From the tall and graceful old "ordinary" to the very latest model he knew and depicted them all, and whenever he put them into his drawings they were always picturesque and correct to the last detail. For be it remembered, the cyclists of the early days were keen critics as well as keen enthusiasts. They read every word and closely inspected pictures that appeared in their cycling papers, and an incorrectly drawn picture of a bicycle or tricycle was sure to stir up a storm of criticism.

At this cycling period the half-tone reproduction process from photographs had not been perfected, and illustrations were drawn or engraved on wood by an artist. Many old timers on this side of the water will remember Moore's work, as the English cycling papers had a considerable circulation in this country during the '80's.

Another English pioneer who recently crossed the great divide was Mr. H. J. Timberlake, of Maidenhead, England. He was one of the oldest inhabitants of the trade, and made a famous "ordinary" which went by his own name nearly 40 years ago. It had a great vogue among racing men on road and path. Mr. Timberlake was among the first of the bicycle pioneers, for he invented a "velocipede"—a sort of cross between a "boneshaker" and an "ordinary"—which came before the one which bore his name. He built up a fine business in the pretty town by Thames-side, which is now carried on by his brother. Mr. Timberlake was 70 years old.

French Bicyclists Hard Hit

The European war, according to the latest reports, is making sad inroads among the French racing cyclists. Chas. Deruyter, a Belgian cyclist, has written to Oscar Egg, the Swiss unpaced star, to the effect that Octave Lapize, the French six-day and road rider, had been killed in battle and that Emil Engel, a countryman of Lapize, had been terribly injured and later taken prisoner by the Germans. Lafort, another French road rider, has been killed, and Julian Pouchois is reported to be seriously wounded.

The deaths of Emil Comes and Gabriel Poulain, two French riders who had been reported slain in action, were confirmed by Deruyter's letter. When the Germans were so near Paris and the French government had ordered all buildings in the lines of the forts about Paris demolished, the Velodrome Buffalo, located at Nieuly-sur-Seine, a suburb of Paris, was one of the first structures torn down. The old track was the scene of many a battle awheel and many records were established on it. Oscar Egg made his wonderful unpaced ride of almost 27½ miles in the hour on this course.

Following the Dealers' Movements

Another racer has taken out an agency for Harley-Davidsons. He is Arthur Lemon, of Youngstown, O.

Albert Shuetze will sell Excelsior motorcycles at Nanitowoc, Wis. He has also added Thors to his line.

A. R. Myrich will sell Harley-Davidsons at Jacksonville, Ill. He has just signed up for the 1915 business.

Leslie Lees is to open up a new store in Kankon, Ia. There he will sell Harley-Davidson machines this season.

Jeff H. Heston, of Pech, Kan., will be the Harley-Davidson dealer in his town. He will handle that line exclusively.

E. E. Flinn is a Bloomington, Ill., dealer. He liked the progress made by the Indian and will sell it this year.

Fagan Bros. will sell Harley-Davidson machines at Cedar Falls, Ia. To handle an increased business a larger store will be opened.

E. D. Chamberlin has become a Harley-Davidson dealer at Dennison, Ia. Chamberlin saw the show and went away enthusiastic.

Arnold Motor & Supply Co. will sell Harley-Davidsons in Joplin, Mo. While at Chicago their representative renewed the contract.

Indians out West in the vicinity of Hastings, Mich., will be sold by L. G. Rockwood. The Hastings wigwam is an attractive place.

Both the Indian and the Excelsior will be handled in Marion, O., by F. D. Benty. He has opened a new garage at 226 East Center street.

C. B. Jansky was pleased with his success in selling Pope machines last season. He will dispose of the new Popes in St. Louis, Mo.

Leslie Vandament will boost Indians at Greencastle, Ind., this season. Vandament is looking ahead to a good year. selling Indian motorcycles.

Day and night service for the riders of Waterloo, Ia. That's the good news Ira Alberts, Harley-Davidson dealer, is telling to his host of rider-friends.

Harley-Davidson will have two territories in Iowa covered by two good hustlers. Paul Richards will be at Lipton and F. S. Williams at Villisca.

T. E. Spottswood would hardly suggest a redman. But he has opened a wigwam in Mobile, Ala., where he is showing off the new Indian models.

The Harley-Davidson interests will be taken care of in Escanaba, Mich., by the Escanaba Electric Co. They sent F. B. Barkhurst to Chicago to sign up for 1915.

Fred Barr, Davenport, Ia., will give over his entire time to pushing the Harley-Davidsons. He claims to have sold a large number and they were practically all twins.

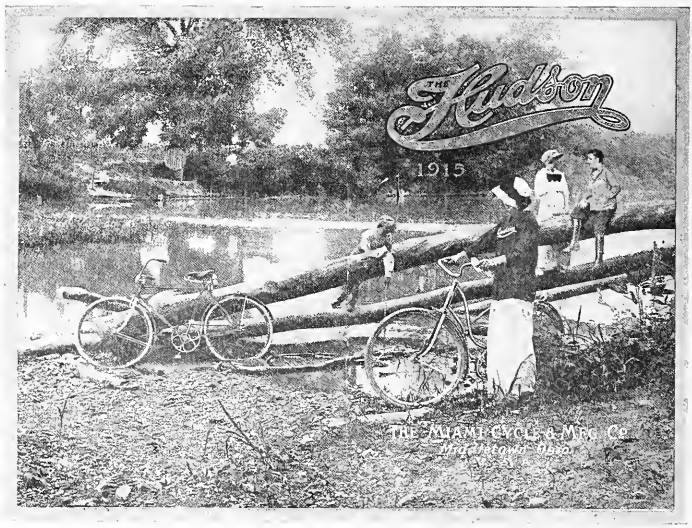
Victor H. Roos, a Harley-Davidson dealer at Omaha, Neb., has entered into an increased contract. At the show he distributed neat motorcycle guides as souvenirs.

E. W. Lynn and Geo. R. Stearns, riding Excelsior machines, passed through Portland, Ore., during the past week on the way from their home in Wallace, Idaho., to California. They report an excellent trip and many interesting experiences.

Another specialist in rural mail carrier sales was Brownie Strong. As Harley-Davidson dealer in Enid, Okla., he sold 14 machines to carriers during the past season.

Triebor Bros., Excelsior dealers in Elgin, Ill., have sold 38 twins this year. Of these, two were placed with the Elgin Police Department and one with the telephone company. A delivery outfit was sold to a concern whom the Triebors persuaded to discard their automobile and the motorcycle has been found cheaper and better.

Harley Stephens, of the Stephens Motorcycle Co., reports that a new branch has been opened at Hudson, Kan., which is held in charge by his brother, Lloyd Stephens. They have appointed the following sub-dealers in his section of the state: E. L. Greenlear, of Kingman; Winfield Cycle Co., of Winfield; Wellington Motorcycle Co., of Wellington.



Cover of Miami catalog of Hudson models for 1915—one of an artistic series

In The Dealers' Domain

The Time to Do a Thing Is Now

If you call on a prospect and cannot make a sale the same day, follow it up. And follow it up soon!

Too many sales die "in the borning."

Go over the sales you failed to make! It will take you only a few minutes to realize the truth of what is said here, for every salesman knows that there is an incredibly large number of sales that he might have closed if he had only followed them up closely.

The prospect may be aroused to intense desire on your first visit. But, for some perfectly logical reason, he may not be able to buy just then.

Allow three or four weeks to elapse before your next call and the effect of your first visit has passed away. You have to begin to sell the prospect all over again. This time you may lack the "punch" or he may not be receptive, and the current of enthusiasm you send out may fall just a little bit short of melting the solder of indifference. No union of purposes is effected.

Again some other salesman may have come in during the interim and created as good an impression for his machine.

Thus the work is more than twice as hard.

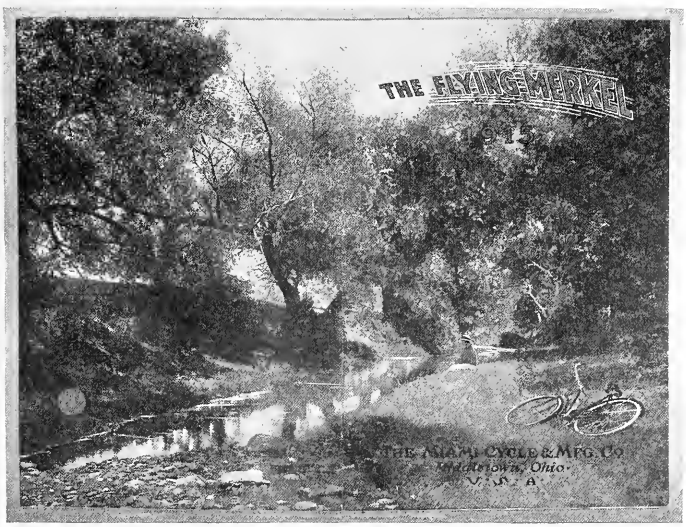
Whereas, if your second visit had come close on top of your first, with your mind freshly stored with answers to all his objections—and a clear, vivid recollection of the previous conversation—immediate victory might have been yours.

Your own enthusiasm diminishes as the distance between your visits increases. So why put it off? Why not follow up to a finish? That's the way to win. That's the only sure way to "bring home the bacon."

Change Window Displays Often

Why do men always put some kind of dressing on their meat? Simply because a straight diet of meat dishes without seasoning would become unpalatable.

This principle of "spice," or variation, runs through everything, and it applies to window dressing as much as to the human stomach. The two-wheeler dealer, if he is a wise one, will change his window display frequently. By doing so he gets variation, which is good. But he can do better. He can add spice.



Art cover which binds the Miami catalog of Flying Merkel bicycles—one of a series

Price-Cutting vs. Salesmanship

"Men who are worthy of the name, salesman, in every particular—hard workers—men who make a good presentation—who show their goods to the best advantage and hold the attention up to the close, often, very often, seem to lose their nerve entirely just at the critical moment, i. e., when they come to the question of price," said a prominent manufacturer.

"They seem to fear the buyer at this stage of a transaction and you can just bet the buyer is quick to notice and quicker to take advantage of it.

"Stick by your price and if it is a legitimate one you'll get it. If it isn't, you'll soon find it out by the prices other houses are quoting on the same goods. Then is the time to take it up with the sales manager. But remember that you can't be lower than, or as low as, every other house on every line you handle. Every concern has some leaders.

"When it comes to standard, trade-marked goods, like Weed Chains, Klaxon Horns, Shaler Vulcanizers, etc., on which the manufacturer has set a legitimate re-sale price that is fair to all, don't let yourself be bluffed.

"You may hear of firms cutting on such articles; you may see them listed at cut rates in the catalogs even of the regular cut-rate mail-order houses. But remember that they are there as foolers—primarily to fool customers into thinking that because standard goods are shown at a cut, the unknown articles that go to make up 90 per cent of the goods shown in those catalogs are equally as low priced in proportion. Don't let them fool you. Those concerns can't buy standard goods if they sell them at a cut, or even if they offer them for sale by cataloging them at a cut price.

"Just recently the Supreme Court has decided that a manufacturer cannot collect damages from a firm that cuts on goods like Shaler Vulcanizers, which are marketed under a re-sale license, but they can't make us sell to such concerns. And right now there is before Congress House of Representatives Bill No. 13,305, introduced by Mr. Stevens, which seems very likely to be passed."

"Impossible" Mt. Tom Climbed by Motorcycle

Indian Tester Rides Three-Speed Twin Over Unbroken Paths to Famous Summit

To the summit of Mt. Tom, overlooking Holyoke, Mass., 1,200 feet above sea level, a daring feat never before attempted by motorcycle was accomplished on October 21 by M. R. Griswold, a tester for the Hendee Mfg. Co., of Springfield, riding one of the 1915 Indian three-speed twins. Leaving the pavilion at Mountain Park, an amusement resort, the plucky motorcyclist struggled with logs, fallen trees, boulders and other obstacles of Nature, before he reached the cable car station at the top, a few hundred feet from the Summit House, and beyond which it was not possible to ride owing to barriers formed by the board walk connecting the two elevated structures.

This is the first time Mt. Tom has been climbed by any kind of motor vehicle other than the cable cars. In fact, no conveyance of other sort has been up the mountain since a horse and wagon struggled to the top 17 years ago. The inclined railway is one mile in length and has a 23 per cent grade at its steepest point. The obstructions and detours which Griswold encountered forced him to travel 2¼ miles going up, while calculations at several very steep places showed gradients of 29, 32 and 35 per cent respectively.

This daring and unparalleled feat, witnessed and vouched for by the caretaker of the Summit House and several visitors on the mountain, is confirmed by the accompanying illustrations made from photographs. The machine was ridden every foot of the way up, it being physically impossible to push or drag it any part of the way. Many times after riding but a few yards the motorcycle would be stalled by a fallen tree or big boulder, while often the rear wheel would spin on the rocks and the machine remain stationary through lack of traction.

Several times Griswold was compelled to stop and clear the path of a fallen tree, or when this was impossible, to detour around it. At one point the pipe line carrying water to the Summit House was encountered, and as it was supported on a low trestle, it was necessary to ride alongside it for 100 feet before an underpass could be found.

The descent was far more dangerous. With all brakes set, Griswold rode most of the way down, but at the steepest places was forced to dismount and drag his body to hold the machine back. By no means the least dangerous part of the trip was the start and finish from Mountain Park, where for several hundred feet the daring rider followed the railroad on the edge of a 50-foot bluff with no protecting fence, riding this stretch calmly in the dusk which enveloped him at the finish of his work.

The object of the trip was to test the climbing ability of the 1915 model equipped with the new three-speed, one of the most advanced features of the new models and which has caused a sensation throughout the trade. Although the low speed, giving a 10 to 1 reduction, was used all the way up, not once did the motor stall from overheating, and it developed a speed of 60 miles on high at the finish.

There is little danger of an automobile duplicating the feat, regardless of its power, as the trail is too narrow in many places while nothing less than a three-speed motorcycle with plenty of power can expect to tackle this stunt successfully.

Mt. Tom, 1,200 feet high, overlooking Holyoke, Mass., which has been reached by a motorcycle

SIDE CAR AMBULANCES PROVE THEIR WORTH

Three-Wheelers Used for Transportation of Wounded Soldiers Save Many Lives—General Kitchener Approves of Plan to Organize Large Sidecar Corps

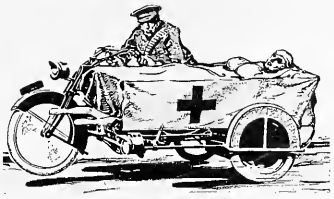
The bloody battlefields of Europe are daily covered with thousands of wounded and dying soldiers who, through lack of adequate means of conveying them to field hospitals, are exposed to hunger, cold, wet and the agonizing pain from their wounds.

This situation is being met in England through the generosity of the people in contributing funds for the purchase of motor ambulances and motorcycles with ambulance side-stretchers, as shown in the accompanying illustrations. With the approval of Lord Kitchener, Colonel Arthur du Crosi is organizing a column of 50 motor ambulances. The Irish Automobile Club and the Motor and Cycle Traders of Ireland are among those who are making a concerted effort to place several in the field. The same holds true of the motorcycle ambulance outfits, hundreds of which are being sent to the scene of the war through the generosity of the public.

In bringing the wounded to places where they can receive the proper care, the motorcycle is proving of invaluable assistance. Though its capacity is not nearly as great as the motor ambulance, since it can carry but two soldiers at the most, its advantages are such that it can well be used for emergency purposes. With its injured passengers the two-wheeler can be sped at top speed to the nearest field hospital, and return immediately to the battlefield and again repeat its errand of mercy.

Motorcycles have recently been seen on the firing line in Europe and in the ambulance corps, but this one will see service in the Salvation Army. The machine in question was presented to Adjutant Hickman of the Tuls Corps of the Salvation Army recently, and he was elated over the gift, saying that it would prove invaluable to them in their work.

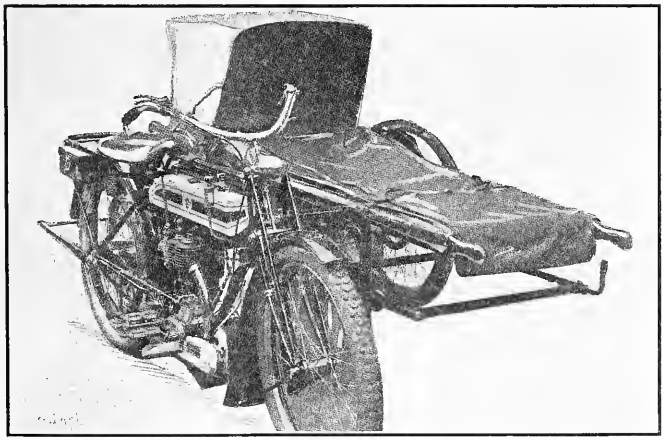
During the winter months it is necessary for the Salvation Army to keep watch over scores of poor families, mostly on the outskirts of the city, and without the motorcycle or some other form of conveyance they would find it an almost impossible task to give proper attention to all the cases.



Sidecar ambulance used in English army

Many interesting incidents are told, by members of the motorcycle corps, of the wounded who were literally snatched from the hands of the enemy. Speaking of such experiences, one English military motorcyclist relates: "In the main street of St. Quentin, I came upon one making very slow progress, who had occasion to bless the sudden apparition of a motorcycle.

"He was a Cameronian, and completely done up. He asked me the way to the rest camp, but as La Fere was 15 miles distant he could have had little chance of escaping the enemy. I told him, therefore, to get on the carrier, which he gratefully did, and we speedily left the town and the danger behind us."



Triumph motorcycle and Gloria ambulance presented to the city of Coventry

Overcoming Sidecar Prejudice

One of the reasons why the public look upon sidecars as being unsafe is because so many riders attempt to speed up with a passenger and make as fast time as possible around the corners and through traffic. The rider knows what he is about, and enjoys clipping the curb at corners, or dodging around street cars. But the passenger does not know what is going to happen next and gets all the dust and jolts from the other fellow's attempt to hang up a local record for the trip. After a ride like this the man in the sidecar feels that the game is not worth the candle.

On the other hand, a rider who is careful and thinks as much of the enjoyment of his passenger as he does of his own pleasure can make a trip very agreeable. The following is what a London writer thinks of the matter:

"I went out in a sidecar with a well-known racing man, who I knew to be one of the most daring speed vendors of the day. It was with some trepidation that I entered in a racing sidecar horribly suggestive of a coffin and braced myself for the ordeal of being whirled through London traffic. To my relief I found this redoubtable rider was no believer in circus tricks. Some passengers might have said he was over-cautious. He judged his distances so well, accelerated so evenly, and slowed down with such smoothness that one hardly noticed that he was actually passing nearly everything on the road without fuss or running the slightest risk."

This is the high art of driving a sidecar—to handle the machine in such a way that one never has to stop with a jerk or put any more strain on any part than is absolutely necessary.

The man who has accidents or is the cause of those that befall others is not the experienced driver who may sometimes travel at speeds that would daze the duffer, yet never takes an unnecessary risk at a blind corner or cross roads. Driving of the "brilliant" spectacular kind is the sign of the novice.

The British War Office has issued orders that no motorcyclists are to be accepted for service who are unable to carry out ordinary roadside running repairs. It appears that, in the first instance, when motorcyclists were wanted in a hurry, a good many inexperienced men were accepted and sent to the front.

Motorcycling in Korea Fine—If You Like It

Victor H. Wachs Writes of His Experiences On So Called Roads in the Country Conquered By the Japanese—It Make the U. S. Highways All Seem Like Parisian Boulevards.

Rev. Victor H. Wachs, a traveling missionary in Korea, who makes his headquarters at Yeng Byen, and who uses a single cylinder Harley-Davidson in covering his extensive field, has written an interesting letter telling of one of his trips, a graphic recital of the difficulties encountered by the motorcyclist who would travel in Korea, where most of the highways are still in their primitive stage.

"I returned yesterday from a round trip among the mountain villages in the northern part of the district where I travel," he says. "As I have no cyclometer I cannot give you the distances in miles, but will give them in Korean li, taking the Koreans' word for the number of li from place to place. Three li are about the equal of one mile. The total distance covered in the round trip was 610 li.

Everything Bad but the Weather

"The following paragraph from a letter written home after taking this same trip last spring is of interest, now that I have been over the same ground with my Harley-Davidson. On my last trip of 200 miles I took special pains to note road conditions. There were about five miles of rocky river bed paths where walking would be the most comfortable mode of travel.

"'There were about four or five miles of hills and mountains where climbing with a motorcycle would be dangerous and difficult, but the rest of the road had a smooth gravelly surface with no difficult grades. Much of the road winding along close to the river's edge was too crooked to admit of very high speed. This trip took 12 days, and I paid 20 yen ($10) for the horse that carried my baggage, and walked most of the time. I returned home weary and sick and have not fully recovered from it yet.'

"Since covering this same ground in five days and a half would say that the above estimate was true in the main, but the rocky miles seemed twice as long, the mountains four times as high, and the smooth roads only one-fifth as long. The first estimate no doubt is nearly correct as to miles, but when the motorcycle and hours are considered, the bad roads, instead of being 5 per cent of the trip, become 50 per cent.

"I found all the undesirable things in abundance, except bad weather. Be it said to the credit of Korea, its October weather is the most delightful in the world. I found rocks plenty, some sand, a little mud, and ditches without number.

Where Speed Fiends Slow Up

"There are as yet no speed limits by law in Korea. Such laws are useless for at least two good reasons. In the first place, the speed fiend has not yet arrived in Korea, unless he has just come with some recent consignment of machines to this country; in the second place, there is not a village of five or more houses where there is not one to a dozen monitors who will look after the speed fiend, should he happen along, more effectively than any number of brass-button policemen. These monitors are nothing more than slushy ditches dug across the roads. If you strike one at a speed much above 10 miles an hour, you are likely to find yourself landed on the top of a thatched roof.

"Before turning from generalities to the particulars of this trip a word about the people and their relation to motorcycle travel might be in place. It may not be as familiar to the motorcycle world as it is to the religious world that American missionaries, who greatly love the Korean people, and the Japanese conquerors of this people, have had no small difficulty in understanding one another, and are far from yet appreciating the mutual benefit they may be to one another, and to the natives themselves.

Koreans Know Nothing of Roads

"Be it said to the credit of the motorcycle, it has done much toward helping me love the Japanese. They are building some good roads. The Korean does not know a good road when he sees it, and has absolutely no conception of its value to himself or the community. After riding around five semicircular curves, and bumping over twice as many drain ditches within half a mile across a perfectly level plain where a straight road is perfectly possible, I wish that the Japanese authorities would take every old long fingernailed Byang Pan (gentlemen) and put them alongside of the coolies and make them work on the roads until the damage which they have done to the roads was undone.

"The Korean is a great traveler and one of the greatest pedestrians in the world. As I meet these travelers walking or riding their donkeys, cows or ponies, at times I am disgusted with their stupidity; at times I am enraged at their sluggish movements; at times I pity them because of their helplessness; at times I love them because of their good nature and willingness to give me a lift when needed.

Eating Problems Are Simplified

"When I meet a proud old gentleman who persists on staying on his horse, as though he were used to motor vehicles all his life, until his horse leaves him sitting in the middle of the road shoeless and hatless, while the sensible horse takes to the mountainside to examine the new wonder from the West at a safe distance, I see in it a parable of Korea itself. This hermit world has disdained the world outside until suddenly it finds itself sitting, stripped of all its former dignity, by its own roadside while civilization goes thundering by.

"Now for some of the details. The questions that my older brethren in the work asked me when I told them my intentions of trying to itinerate on a motorcycle were, 'How will you take your cot and bedclothes?' 'How will you take your helper?' 'How will you get it across the streams?' 'What will you do when you come to mountain passes?'

"As to the cook, I get along without him and find that my digestion is better than when I had him. Then, too, I would not think of living on native food, for so much of it is raw vegetables, and the risk of eating anything that is raw or that has been handled after it is cold by a native is great.

"I do find that the rice prepared in the native way is good and wholesome. Eggs can be bought almost anywhere,

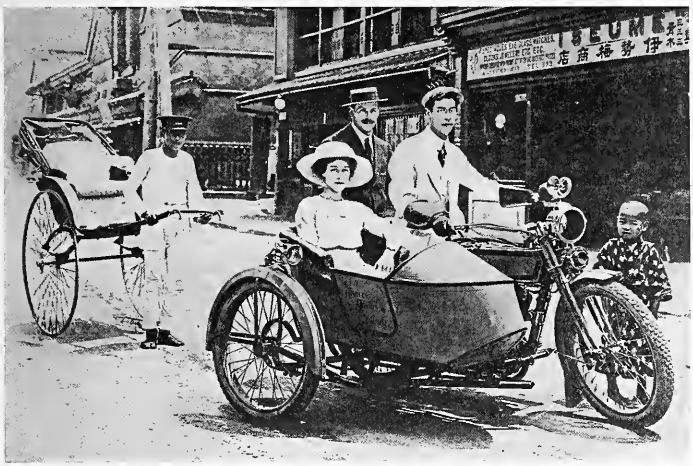
and at all the larger towns. Japanese and American canned goods can be had. By making eggs and rice my main diet, and because I stay out from home but half as long as does the missionary who travels by horse, I am able to reduce the food carried to two or three loaves of bread, a can of butter, salt, sugar and a can of milk.

Has a Nice, Warm Bed, Anyway

"For a bed I share the native's warm floor. The Korean house is built of mud with a stone and clay floor so constructed that the smoke from the fire on which they cook their rice passes underneath the floor and warms the rest of the house.

"I found miles of roads that, with a few tile, some common sense and a small amount of labor, could be made excellent. As they are, they are interesting, so much so that there is no nodding over the handlebars. I got one spill in trying to ride across a small bridge set at an angle of 90 degrees to the road. I got too near the edge and it gave way and let me over into the ditch.

"Sunday morning I preached at the place where I had spent the night and went on to another place 20 li from there. For a fourth of the way I had to walk because the path was so narrow and crooked both up and down and sidewise that I could hardly negotiate the turns walking. I preached here in the



Depicting the old and new way of traveling in the land of the Nipponese

"Sleeping on this warmed floor, with the doors of his little 8 x 8 room tightly closed, the native gets along without bedclothes. But as I want ventilation I need some covering these frosty nights, so I take along a couple of woolen blankets and a small mattress. These, together with a couple or three cans with extra gasolene loaded on a luggage carrier which I constructed myself from buggy spokes and scrap iron and attached to the rear rocker bolts of the front fork and the handlebars, constitute my baggage.

"When I feel that I must have my helper along I put him on the gas tank. I shall use a tandem seat as soon as the one I have ordered gets here. Thus loaded, except that I did not take the helper, I started out at noon last Saturday on the trip that I had been told would cure me of the motorcycle fever. I went that afternoon in four hours a distance of 120 li.

afternoon and then went another 50 li for an evening service. About 10 li of this road lay along the foot of steep mountains reaching right to the edge of the river. The ride along here would furnish an excellent subject for a thriller in the movies.

"Monday was the red letter day. The one place that I had been told I could not reach was So Moo, a mountain village 110 li from where I spent Sunday night. As I had to make tire repairs in the morning I did not get started until 11 o'clock. I soon clipped off the first 20 li, and then the grade began to get stiff and the road stony and I could climb no more.

"If I had not been somewhat of an athlete, and my machine equipped with an excellent clutch, and the native travelers been accommodating, I would have met my Waterloo. Here began the ascent of the first of the three mountains that I had to get over.

"The average angle of the ascent was, I should judge, about 40 degrees. There were places where the hill was so steep that when I would stop for a rest the machine would come up on the stand, which I always leave dragging when ascending a pass. With two natives pulling on a rope tied to the front fork, and the engine pulling its best on the slipping clutch, and myself pushing every pound in me, we managed to reach the top after stopping a half-dozen times to cool down.

The Ride Down a Thriller.

"The descent was made on foot with wire removed from the spark plug and the gas turned off at the tank, and the engine set against compression. The machine slid most of the way down. The other two mountains were crossed in similar fashion.

"In addition to the mountains there was considerable sand, a little mud, some fair roads and miles of thrilling riding between precipice and river, up and down sharp hills and around short turns, never knowing just what was around the next turn or at the bottom of the next hill. I remember one turn which was particularly thrilling.

"As I came over the brow of a hill and started down the steep incline on the other side, I saw, at the bottom, a sharp turn and in the middle of the four-foot path a large rock which the frame of the machine would not clear. There was less than a foot between the rock and the outside of the turn, which hung over the river. I chose the inside, grazing the rock with the front wheel and missing scraping my knuckles on the rocky mountain by just about a scant three inches.

"By running this risk I was under way so as to get a run on the next hill. I found about a mile and a half of path so bad that it was impossible to ride. I reached my destination six hours after starting.

"The first time I took this trip it took a day and a half. The natives all flocked out to see the new bicycle and had me ride up and down the road that they might have a 'Kyu Syung,' as they call it.

"Mr. Wachs has traveled more than 10,000 miles in the past eight months over the worst roads on earth; in fact, they are nothing more than mere mountain trails," says J. W. Lattin, the Harley-Davidson dealer at Seoul, Korea. "His repairs amount to less than $3. Dr. Wachs always carries one passenger and sometimes two or three, and that's going some. The Harley-Davidson sure does stand up."

How Charley Siems Became a Business Man

With Plenty of Pluck and Very Little Cash He Branched Out for Himself as a Motorcycle Dealer

Some of the most interesting incidents in connection with the National Motorcycle Show at Chicago came to the surface in the most casual way—usually when a few fellows would get together comparing notes on how they became interested in motorcycles.

The men in charge of the Harley-Davidson booth were kept so busy during the week that finding time for meals was considerable of a problem. Breakfast they could be sure of, but it was difficult to get away for dinner or supper. Consequently most of the salesmen necessarily deferred their supper hour until after the close of the show each night at 10:30.

"Some time you ought to give our publicity department a little story of how you became a motorcycle dealer," Walter E. Kleimenhagen said to Charles H. Siems, of Fargo, N. D., at the supper table. In the Harley-Davidson organization "some time" means "right now," so here is the story:

Little Money but Lots of Courage

In the winter of 1912 a young fellow, known as Charlie Siems, was working as an assembler for the Harley-Davidson Motor Co. at Wilwaukee. He was ambitious, he was honest and he was possessed of good health. Those were his three chief assets. He roomed in the same house with Kleimenhagen, who has the immediate supervision of salesmen west of the Mississippi.

Young Siems decided that he wanted to go into business for himself and confided his ambition with the sales department men. During the winter of 1912-1913 the subject was talked over on many occasions. Siems was sure that he could make a success as a Harley-Davidson dealer if he could get started in a right town. Kleimenhagen told of two or three places where there were good openings.

Fargo was selected finally as the best opening. So in March, 1913, Charlie Siems took off his overalls for the last time in the assembly department of the Harley-Davidson Motor Co. at Milwaukee and left for Fargo to become a dealer. He took his overalls with him. In his wallet he had $50 in cash; also a copy of the shop rules showing that his employe number at the Harley-Davidson plant was 195.

Siems treasured both the wallet and the precious documents showing the position which he had occupied with the Harley-Davidson company. He was determined to make the $50 last as long as possible.

Mixing Art With Business

"I had to make a living, so I did painting while I was looking for prospects," said Siems, when asked for information concerning his start in Fargo. "Painting was my trade, but it was my plan only to do sufficient painting to pay my expenses while I was looking up prospects. The number of prospects was so great that I had little time for working at my original trade."

"You were on your demonstrator day and night; isn't that right, Charlie?" asked Kleimenhagen. Young Siems grinned.

"I was covering five counties then," he said. And then all of the boys around the table grinned, too. During the season of 1913 Siems worked Cass, Bronson, Richland and Benson counties in North Dakota, and Clay county in Minnesota. And in his first year as a dealer he sold eight machines.

Thirty-six brand new Harley-Davidsons were sold during the season of 1914 by this same Charlie H. Siems, of Fargo, N. D., who left for that town in March, 1913, with but $50 in that cherished old wallet. It is interesting to note that in March, 1914, he sold eleven machines in Cass county alone. This was the only county he covered in 1914 and this is his territory for 1915.

The Harley-Davidson Motor Co. believes in working territory intensively. The success of Siems at Fargo, N. D., is a case in point. His 1914 contract was for 15 machines. He sold 36. At the Chicago show he wanted a contract for 50 machines. The contract as signed calls for 25, but unquestionably he will sell as many as he estimates, because he knows his territory thoroughly and how to develop it, and is willing to hustle all the time.

Watch Closely the Advertising

"Last fall after reading an advertisement in the Saturday Evening Post," said the assistant sales manager of a motorcycle manufacturing house, "I went into a dealer's store and asked to see a machine in which I had become interested through the advertising. I was in that store 45 minutes and in that time the salesman did not tell me a single thing I had read in the advertisement that sent me in there. I was all ready to be convinced if he backed up the things I had read in that ad. But he said so many irrelevant things that when I left the store the advertisement had lost its impression on me.

"That incident made me think that motorcycle dealers as a whole do not take a close enough interest in the company's advertising, and are not in a position to get the full benefit of it because of that very fact."

Reputation Means More Than Words

"If a man thinks he can fool the public with a lemon and get away with it these days," remarked a dealer, "he certainly has another think coming.

"Just saying that a machine is big value does not make it so. No one knows that better than the majority of buyers. And the cycle built by the manufacturer with a reputation for good value sells twice as fast as the other kind.

"Reputation is a live issue in the public mind. Has the manufacturer made good? Not has he made big money, but has he made good with the public? That is the question that is everlastingly at the front.

"And until the manufacturer realizes that, he will never create a big demand for his product no matter how much he spends in advertising it."

G. C. Clift, a Worcester, Mass., dealer, will hoost Harley-Davidsons next season. He expects a good year in Worcester.

John Lang hailed from Waterbury, Conn. He liked everything at the show, but especially Harley-Davidsons; that's why he's going to sell them again.

Salt Lake City sent Claflin and his wife to Windy City to see the new Indians. These they will continue to sell in the State of Utah.

Watch For These Stolen Machines

The dealers throughout the country and motorcyclists in general are requested to keep at hand the following list of stolen motorcycles, and as many of these machines will be seen by riders who, if they knew the mounts had been stolen, would take an interest in notifying the real owners of the property, the record printed each week in Bicycling World and Motorcycle Review will be a great help in supplying all necessary descriptions to aid in the identification. Owners whose machines are stolen should send at once the fullest description of the property so that it may be published as soon as possible.

Harley-Davidson 1914 two-speed twin, motor No. 1988-EH, stolen October 4th from B. C. Colley, 249 Hoyt street, Buffalo, N. Y.

A $10 reward is offered by the Royal Laundry & Dry Cleaning Works, Cedar Rapids, Ia., for the recovery of Harley-Davidson 1913 chain drive single, motor No. 4205-D, Iowa license No. 6530.

A reward of $50 is offered by B. G. Sammis, Huntington, Long Island, N. Y., for the recovery of his 1914 belt drive Harley-Davidson, motor No. 1121-CF.

A $10 reward is offered by Walter W. Whiting, Denver, Col., for information leading to the recovery of Harley-Davidson 1914 two-speed single, motor No. 6209-DG. The machine was equipped with Stewart front drive speedometer. The thief is described as being a medium built fellow with dark hair. He is said to be a laborer. The thief is supposed to be somewhere in Illinois or Indiana.

Mr. Whiting also reports the theft of a model 10-F (two-speed twin) Harley-Davidson, motor No. 3324-H. The machine was equipped with Stoll Dream tandem, Prest-O-Lite tank and Perfection lamp. The thief, who was accompanied by his wife, is described as being a small, slight built fellow, very pale, and has blond hair.

O. C. Pope, Buffalo, N. Y., is offering a $25 reward for the recovery of his Harley-Davidson, motor No. 7467-H.

Harley-Davidson model 10-F, motor No. 11503-H, is reported missing by J. H. Madison, 2236 W. Jackson boulevard, Chicago. The nut on the left footboard was missing, the spring in the saddle post cut in two, and both pieces there, and the tank was scratched slightly above the front inlet valve. Mr. Madison says the machine was stolen October 20th.

Herman Kruger, 4624 Langley avenue, Chicago, reports the theft of his Harley-Davidson 1914 two-speed twin, motor No. F12180-H. The machine was stolen October 18th from the barn in the rear of Mr. Kruger's residence.

C. C. Johnson, Glasgow, Mont., reports the theft of his Harley-Davidson motorcycle, motor No. 10123-H.

Charles A. Merkel, of Merkel & Spacher, Inc., bicycle and motorcycle dealers in Rochester, N. Y., offers a liberal reward for information which will lead to the recovery of a 1914 Eagle motorcycle, No. 10,220. When last seen the machine was equipped with Prest-O-Lite tank, head and tail lights, speedometer, horn, and A-K rigid carrier. Any one having knowledge of this machine should address the firm at 170 Clinton avenue, Rochester.

Stephens Wins Chicago Bicycle Race

With less than a minute separating the first five riders to finish, Ralph Stephens, a Belgian cyclist, on the 25th ult., won the 10-mile handicap race held by the Sportsmen's Club of America in Grant Park, Chicago. Stephens (scratch) completed the distance in 29 minutes. L. R. Varney, with an allowance of 2:50, finished inches ahead of L. H. Kuehl, a scratch entrant, for second honors. Ed Kays was fourth and J. W. Allen fifth. Nearly 3,000 saw the race.

A feature of the contest was the race made by Andrew Clausen, 65 years old, who accepted a six-minute handicap and was among those in at the finish. P. A. Rocklage, another contestant, is holder of the 300-mile state championship. A strong wind and rough course hampered the riders, while two punctures cut down the field at the wind up.

Among those who finished behind the first five were the following:

Sam Solon, A. Reisner, Joe Nitka, T. Saelens, P. A. Rocklage, K. S. Cottingham, George Breing, M. Jacques, Andrew Clausen, H. P. Jewett, H. D. Brown, J. Braekelaere, H. Hofmann, K. J. Miller, P. Himschoot, B. I. Baldacci, Paul Kell, M. Goodman, J. Karels, Charles Kurtzeborn, C. Minetti, William Kell and P. Pickard.

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Directory of Cycle Trades Products

This is our first publication of what is intended to be a complete Directory of all products used in the cycling trades. We make no claim for its perfection and would appreciate criticism from manufacturers as to their listing and that of other companies. It is our intention to reprint this Directory at intervals in the hope that it will be found of assistance to our dealer subscribers. : : : : :

BEARINGS—BALL AND ROLLER

American Ball Co., 115 Clifford St., Providence, R. I.
Auburn Ball Bearing Co., 29 Elizabeth St., Rochester, N. Y.
Ball & Roller Bearing Co., Danbury, Conn.
Bantam Anti-Friction Co., Bantam, Conn.
Barthel & Daiy, 1790 Broadway, New York, N. Y.
Bower Roller Bearing Co., Detroit, Mich.
Bretz Co., J. S., 250 West 54th St., New York,
Fafnir Bearing Co., New Britain, Conn.
G.-A. Ball Bearing Mfg. Co., 342 No. Sheldon St., Chicago, Ill.
Harris & Reed Mfg. Co., 1500 W. 15th St., Chicago, Ill.
Imperial Bearing Co., 1217 Forest Ave., East, Detroit, Mich.
Norma Co. of America, 1790 Broadway, New York, N. Y.
Rhineland Machine Works Co., 1737 Broadway, New York, N. Y.
R. I. V. Co., New York, N. Y.
S. K. F. Ball Bearing Co., 50 Church St., New York, N. Y.
Standard Machinery Co., Cranston, R. I.
Standard Roller Bearing Co., Philadelphia, Pa.
STAR BALL RETAINER CO., INC., Lancaster,

BALL RETAINERS

STAR BALL RETAINER CO., INC., Lancaster, Pa.
STEVENS & CO., 373 Broadway, New York.

BATTERIES (DRY)

American Ever Ready Co. (National Carbon Co.), 304 Hudson St., New York, N. Y.
French Battery & Carbon Co., Madison, Wis.
Hi-Po Waterproof Battery Co., 1007 Atlantic Ave., Brooklyn, N. Y.
National Carbon Co., Cleveland, O.
Nungesser Carbon & Battery Co., 1170 E. 38th St., Cleveland, O.
Stackpole Carbon Co., Saint Mary's, Pa.
U. S. Auto Battery Co., 60 Warren St., New York, N. Y.

BATTERIES (STORAGE)

American Battery Co., 1134 Fulton St., Chicago.
American Ever Ready Co. (National Carbon Co.), 304 Hudson St., New York, N. Y.
Ampoo Battery Co., 3031 So. Michigan Ave., Chicago, Ill.
Ashbrook, J. F., Electrical Mfgrs., 2639 Emmett St., Chicago, Ill.
Cook Railway Signal Co., 1793 So. Broadway, Denver, Colo.
Cosmos Electric Co., 136 Liberty St., New York.
Electric Storage Battery Co., 19th St. and Allegheny Ave., Philadelphia, Pa.
Electric Storage Battery & Mfg. Co., 130 Opera Place, Cincinnati, O.
Essex Storage Battery Co., 272 Halsey St., Newark, N. J.
Fermoile Johnson Storage Battery Co., Inc., 445 3rd St., Niagara Falls, N. Y.
Hirsch Electric Mine Lamp Co., Philadelphia, Pa.
Multiple Storage Battery Co., 427 W. 50th St., New York, N. Y.
National Carbon Co., Cleveland, O.
Premier Electric Co., 4032 Ravenswood Ave., Chicago, Ill.
REX BATTERY CO., 2505 S. State St., Chicago.
Silvey Electric Co., 10 So. Canal St., Dayton, O.
Willard Storage Battery Co., Cleveland, O.

BELLS

BEVIN BROS. MFG. CO., East Hampton, Conn.
MOSSBERG CO., FRANK, Attleboro, Mass.
NEW DEPARTURE MFG. CO., Bristol, Conn.

BELT IDLERS

ECLIPSE MACHINE CO., Elmira, N. Y.

BELTING

Chicago Belting Co., Chicago, Ill.
Chicago Rawhide Mfg. Co., 1301 Elston Ave., Chicago, Ill.
Graton & Knight Mfg. Co., Worcester, Mass.
Hide, Leather & Belting Co., 227 S. Meridian St., Indianapolis, Ind.
New York Leather Belting Co., 51 Beekman St., New York, N. Y.
Stoemaker & Son, W. H., 36 Vesey St., New York, N. Y.
Waldorf Motor & Machine Co., 133 Cannon St., Bridgeport, Conn.

BELT PULLEYS

Mott Wheel Works, Utica, N. Y.

BENT PARTS

CONSOLIDATED MFG. CO., Toledo, O.

BICYCLES

Acme Brass Works, 1427 Carroll Ave., Chicago.
Arnold, Schwinn & Co., 1718 North Kildare Ave., Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
DAVIS SEWING MACHINE CO., Dayton, O.
EMBLEM MFG. CO., Angola, N. Y.
EXCELSIOR CYCLE CO., Chicago, Ill.
Fowler-Manson-Sherman Cycle Mfg. Co., Chicago, Ill.
Gendron Wheel Co., Toledo, O.
Grady & Co., J. W., Worcester, Mass.
GREAT WESTERN MFG. CO., La Porte, Ind.
HAVERFORD CYCLE CO., Philadelphia, Pa.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Manufacturers Supplies Co., Cherry and Juniper Sts., Philadelphia, Pa.
Mead Cycle Co., Chicago, Ill.
MIAMI CYCLE & MFG. CO., Middletown, O.
National Cycle Mfg. Co., Bay City, Mich.
PIERCE CYCLE CO., Buffalo, N. Y.
POPE MFG. CO., Westfield, Mass.
READING CYCLE MFG. CO., 7th and Chestnut Sts., Reading, Pa.
Rome Bicycle Mfg. Co., Rome, N. Y.
Snyder Mfg. Co., H. P., Little Falls, N. Y.
Strohm & Bro., W. A., 1612 W. Lake St., Chicago, Ill.
Toledo Metal Wheel Co., Toledo, O.
Vim Cycle Hardware Co., 137 Broadway, Buffalo, N. Y.
Worthington Co., Elyria, O.

BICYCLES—COMMERCIAL

JONES & NOYES, Chicago, Ill.
Mead Cycle Co., Chicago, Ill.

BICYCLE BOOSTER

SMITH CO., A. O., Milwaukee, Wis.

BICYCLE FORKS

Standard Welding Co., Cleveland, O.

BICYCLE GRIPS

Essex Rubber Co., May and Beanes St., Trenton, N. J.
HAVERFORD CYCLE CO., Philadelphia, Pa.
Peckham Co., O. T., Grand Rapids, Mich.
Peterlein, C. E., 344 Commerce Ave., Grand Rapids, Mich.

BICYCLE HOLDERS

Three-in-One Oil Co., 42 Broadway, New York.

BICYCLE REPAIR HANGER

A. & J. Mfg. Co., 559 W. Lake St., Chicago, Ill.
STEVENS & CO., 375 Broadway, New York.

BOWDEN CABLE

Bretz Co., J. S., 250 West 54th St., New York,

BRACES

Wilson Novelty Works, L., Chicago, Ill.

BRACKETS—TANK

HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis.
Oberwegner Motor Co., 813 Jefferson Ave., Toledo, O.

BRAKE LINING

American Asbestos Co., Norristown, Pa.
Asbestos & Rubber Works of New Jersey, 11th and Linden Sts., Camden, N. J.
Axwell Equipment Co., 421 Wood St., Pittsburgh.
Carey Co., Philip, Lockland, Cincinnati, O.
Cork Insert Co., 164 Federal St., Boston, Mass.
Essex Rubber Co., May and Beakes St., Trenton, N. J.
Horton Mfg. Co., F. L., 36 Whittier St., Boston, Mass.
New York Leather Belting Co., 51 Beekman St., New York, N. Y.
Royal Equipment Co., Bridgeport, Conn.
Russell Mfg. Co., Middletown, Conn.
Staybestos Mfg. Co., Germantown, Philadelphia.
Woven Steel Hose & Rubber Co., Trenton, N. J.

BRAZING OUTFITS

A. & J. Mfg. Co., 559 W. Lake St., Chicago, Ill.
Hauck Mfg. Co., 140 Livingston St., Brooklyn, N. Y.

CARBON REMOVER

Worko Co., 127 Oak St., Racine, Wis.

CARBURETTERS

Air-Friction Carburetor Co., Dayton, O.
Breeze, Geo. A., 621 Bellevue Ave., Detroit, Mich.
Breeze Carburetor Co., Newark, N. J.
Byrne, Kingston & Co., Kokomo, Ind.
Camden Anchor-Rockland Mach. Co., Camden, Me.
Detroit Lubricator Co., Detroit, Mich.
Funke Co., Inc., Herbert F. L., 116 Broad St., New York, N. Y.
G. & A. Carburetor Co., 450 Sixth Ave., New York, N. Y.
Gleason-Peters Air Pump Co., 255 Classon Ave., Brooklyn, N. Y.
Heitger Carburetor Co., Indianapolis, Ind.
HOLLEY BROS. CO., 131 Rowena St., Detroit.
Holtzer-Cabot Electric Co., Brookline, Mass.
J.-B. Carburetor Co., 1844 So. Main St., Los Angeles, Cal.
K.-C.-B. Co., 707 Woodward Ave., Detroit, Mich.
Longuemare Carburetor Co., 246 W. 59th St., New York, N. Y.
Master Carburetor Corp., 944 Woodward Ave., Detroit, Mich.
National Accessory Co., Salem Depot, N. H.
Senrab Carburetor Co., Inc., Sea Cliff, L. I.
Siro Carburetor Mfg. Co., 122 Pleasant St., Northampton, Mass.
Wheeler & Schebler, Indianapolis, Ind.
Zenith Carburetor Co., Detroit, Mich.

CARRIERS—BICYCLE

Andrews Wire & Iron Works, Rockford, Ill.
CYCLE MFG. & SUPPLY CO., Chicago, Ill.
Des Moines Mfg. Co., Des Moines, Ia.
DOW WIRE & IRON WORKS, Louisville, Ky.
Edwards & Crist Mfg. Co., The, Chicago, Ill.
EXCELSIOR CYCLE CO., 166 N. Sangamon St., Chicago, Ill.
Hall Cycle & Mfg. Co., The A. J., 3732 West 25th St., Cleveland, O.
JONES & NOYES, 153 Austin St., Chicago, Ill.
Reed Company, Inc., Mayfield, Cal.
Wald Mfg. Co., Sheboygan, Wis.

CASTINGS

Manufacturers Foundry Co., Waterbury, Conn.
Racine Foundry Co., Racine, Wis.

CEMENTS

Benoit & Co., Constant, Brooklyn, N. Y.
Goodrich Co., B. F., Akron, O.
GOODYEAR TIRE & RUBBER CO., Akron, O.
M. & M. Mfg. Co., The, Akron, O.
National Rubber Co., 4414 Papin St., St. Louis.
National Cement & Rubber Co., 800 S. St. Clair St., Toledo, O.
Tingley & Co. O., Rahway, N. J.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. Y.
VAN CLEEF BROS., Chicago, Ill.

CHAINS

Baldwin Chain & Mfg. Co., 199 Chandler St., Worcester, Mass.
Culver Taylor Chain Co., 140 Madison Ave., Detroit, Mich.
DIAMOND CHAIN & MFG. CO., Indianapolis, Ind.
DUCKWORTH CHAIN & MFG. CO., 41 Mill St., Springfield, Mass.
Frasse Co., Peter A., 417 Canal St., New York,
Funke Co., Herbert F. L., 110 Broad St., New York, N. Y.
MORSE CHAIN CO., Ithaca, N. Y.
Sarco Engineering Co., 116 Broad St., New York,
Whitney Mfg. Co., Hartford, Conn.

CHAIN GUARDS

International Stamping Co., 1852 West Austin Ave., Chicago, Ill.

CHAIN TOOL

Bean Co., The, Berea, O.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
STEVENS & CO., 375 Broadway, New York.

CLOTHING

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Aurora Uniform Co., Aurora, Ill.
Automobile Apparel Co., Portchester, N. Y.
Bird, Jones & Kenyon, Utica, N. Y.
Blauvelt Knitting Co., 280 Plane St., Newark, N. J.
Cook & Bros., E. C., 1301 Carroll Ave., Chicago.
Ellsworth & Thayer Mfg. Co., 336 Broadway, Milwaukee, Wis.
Enck & Keys Mfg. Co., Ashland, O.
Gem Shirt Co., The, Fifth St., West, Dayton, O.
Hall & Co., R. S., Versailles, O.
Hill Mfg. Co., Richard F., 219 High St., Newark, N. J.
Kraft Knitting Co., 148 E. Exchange St., Akron, O.
Lamm Bros., 341 No. Gay St., Baltimore, Md.
Loewenburg & Co., 58 Golden St., Newark, N. J.
Motorcycle Equipment Co., Hammondsport, N. Y.

Nathan Novelty Co., 88 Reade St., New York.
New England Motor & Supply Co., 24 Austin St., Worcester, Mass.
Rosenwald & Weil, 508 So. Franklin St., Chicago, Ill.
Star Storm Front Co., Troy, O.

COASTER BRAKES

BUFFALO METAL GOODS CO., Buffalo, N. Y
CORBIN SCREW CORPORATION, New Britain, Conn.
ECLIPSE MACHINE CO., Elmira, N. Y.
MIAMI CYCLE & MFG. CO., Middletown, O.
NEW DEPARTURE MFG. CO., Bristol, Conn.

COILS

BOSCH MAGNETO CO., 223 W. 46th St., New York, N. Y.
Knoblock-Heideman Mfg. Co., South Bend, Ind.
Kokomo Electric Co., Kokomo, Ind.
Lemke Electric Co., 280 Lake St., Milwaukee, Wis.
Pfanstiehl Electrical Laboratory, North Chicago.
Pittsfield Spark Coil Co., Dalton, Mass.
SPLITDORF ELECTRICAL CO., 98 Warren St., Newark, N. J.

COMMERCIAL VANS

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Davis Side Car Co., P. M., 6724 Yale Ave., Chicago, Ill.
Majestic Mfg. Co., Worcester, Mass.
READING STANDARD CO., Reading, Pa.
Shapiro-Michaelson Motor Co., Minneapolis, Minn.

COMMERCIAL VANS—BICYCLE

Simplex Machine Co., Brooklyn, N. Y.

CRANK HANGERS

A. & J. Mfg. Co., Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
Great Western Mfg. Co., La Porte, Ind.
STEVENS & CO., 373 Broadway, New York.

CYCLOMETERS

NEW DEPARTURE MFG. CO., Bristol, Conn
Veeder Mfg. Co., The, 60 Sargeant St., Hartford Conn.

CYLINDERS

Ferro Machine & Foundry Co., Cleveland, O.
Manufactnrers Foundry Co., Waterbury, Conn.
Racine Foundry Co., Racine, Wis.
Wisconsin Cylinder Foundry Co., Racine, Wis.

DELIVERY VANS—MOTORCYCLE

Flxible Side Car Co., Londonville, O.
HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis.
HENDEE MFG. CO., Springfield, Mass.
READING STANDARD CO., Reading, Pa.
Rogers Mfg. Co., 326 W. Madison St., Chicago.

DROP FORGINGS

CONSOLIDATED MFG. CO., 1730 Fernwood Ave., Toledo, O.
Williams & Co., J. H., Brooklyn, N. Y.

ELECTRIC LIGHTING SYSTEMS

BOSCH MAGNETO CO., 223 W. 46th St., New York, N. Y.
Bumiller Co., The Herman, Cincinnati, O.
HAWTHORNE MFG. CO., INC., 32 Spruce St., Bridgeport, Conn.
Jenkins & Co., Des Moines, Ia.
KENDALL CO., M. S., 1203 Majestic Bldg., Detroit, Mich.
Marburg Bros., 1790 Broadway, New York, N. Y.
Maxivolt Primary Battery Co., 200 Fifth Ave., New York, N. Y.
New Lite Mfg. Co., 1200 New Lite Bldg., Newton, Iowa.
Remy Electric Co., Anderson, Ind.
REX BATTERY CO., 2505 S. State St., Chicago, Ill.
SPLITDORF ELECTRICAL CO., 98 Warren St., Newark, N. J.
Ward Leonard Electric Co., Bronxville, N. Y.

ENAMELS

Adams & Elting Co., 716 Washington Blvd., Chicago, Ill.
Arnstein, Inc., Eugene, 4611 Wentworth Ave., Chicago, Ill.
Benoit, Constant, Station O., Brooklyn, N. Y.
National Cement & Rubber Co., 800 So. St. Clair St., Toledo, O.
VAN CLEEF BROS., 7707 Woodlawn Ave., Chicago, Ill.

FIRE APPARATUS

DAVIS SEWING MACHINE CO., Dayton, O.

FIRE EXTINGUISHERS

Pyrene Manufacturing Co., 1358 Broadway, New York, N. Y.

FLYWHEELS

Ferro Machine & Foundry Co., Cleveland, O.

FOOT RESTS

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Des Moines Mfg. Co., Des Moines, Ia.
E. & C. Mfg. Co., 1716 Ludlow Ave., Philadelphia, Pa.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
FENTRESS-NEWTON MFG. CO., 255 Lafayette Blvd., Detroit, Mich.
Motorcycle Equipment Co., Hammondsport, N. Y.
Randall Mfg. Co., Baltimore, Md.
Stanber Hardware Co., L., 3911 Lincoln Ave., Chicago, Ill.
STEVENS & CO., 375 Broadway, New York.
Stoll Mfg. Co., 33rd and Walnut Sts., Denver, Colo.
Svensgaard Sales Corporation, Harry, 473 Woodward Ave., Detroit, Mich.

FREE ENGINE PULLEYS

ECLIPSE MACHINE CO., Elmira, N. Y.

GARAGES

KELM & BURBACH, 387 3rd St., Milwaukee, Wis.

GAS

PREST-O-LITE CO., Indianapolis, Ind.
Searchlight Co., 910 So. Michigan Blvd., Chicago,
Tank-O-Gas Co., Portland, Me.

GAS FUEL SAVERS

Ariston Co., The., 250-8 W. 54th St., New York.
Fulton-McCutchan Co., 1146 Michigan Ave., Chicago, Ill.
Hill Stage Co., Anderson, Ind.
Lydon Mfg. Co., Chicago, Ill.
Moller Bros. Controller & Economizer Co., 700 Betz Bldg., Philadelphia, Pa.
Motorcycle Filter Mfg. Co., 2408 E. 38th St., Kansas City, Mo.
Motorcycle Specialty Sales Co., 914 S. Main St., Los Angeles, Cal.
Parisian Novelty Co., Chicago, Ill.
Safety Automobile Works, 107 East 7th St., Los Angeles, Cal.
Svensgaard Sales Corporation, Harry, 471 Woodward Ave., Detroit, Mich.

GAS LIGHTING SYSTEM

PREST-O-LITE CO., INC., Indianapolis, Ind.

GAS TIPS AND BURNERS

American Lava Co., Chattanooga, Tenn.

GASOLENE STRAINERS

Breeze Carburetor Co., 250 South St., Newark, N. J.
G. & A. Carburetor Co., 450 Sixth Ave., New York, N. Y.

GAUGES

Nelson Mfg. Co., A., 564 W. Randolph St,. Chicago, Ill.
Buck Sales Co., 211 N. 12th St., St. Louis, Mo.
TWITCHELL GAUGE CO., THE, 1205 Michigan Ave., Chicago, Ill.
Weiss Mfg. Co., Torrington, Conn.

GLOVES

Gloversville Anto-Glove Co., Gloversville, N. Y.
La Crosse Knitting Co., La Crosse, Wis.
Morrison-Ricker Co., Grinnell, Ia.
Motorcycle Equipment Co., Hammondsport, N. Y.
Syracuse & Elbridge Glove & Mitten Co., Syracuse, N. Y.
Walrath Glove Co., Gloversville, N. Y.

GOGGLES

American Spectacle Co., 1328 Broadway, New York, N. Y.
Chicago Eye Shield Co., 128 So. Clinton St., Chicago, Ill.
Dempsey & McMann, Spitzer Bldg., Toledo, O.
George & Whyte Co., 546 Gilfillan Bldg., St. Paul, Minn.
Hardy & Co., F. A., Chicago, Ill.
King SalesCo., Hugh E., 511 Heyworth Bldg., Chicago, Ill.
New Era Optical Co., 337 W. Madison St., Chicago, Ill.
Wilson Co., Inc., T. A., Reading, Pa.

GREASE

Platt & Washburn Refining Co., 11 Broadway, New York, N. Y.

HAND WINDSHIELDS

American Auto Top Mfg. Co., 1451 Washington Blvd., Chicago, Ill.
Nathan Novelty Mfg. Co., 88 Reade St., New York, N. Y.

HANDLE BARS

Chicago Handle Bar Co., Shelby, O.
Chilson & Graham, Fayetteville, N. Y.
CONSOLIDATED MFG. CO., Toledo, O.
KELLY HANDLE BAR CO., Cleveland, O.
MIAMI CYCLE & MFG. CO., Middletown, O.

HANDLE BAR WATCH CASE

Adams & Co., Henry T., 6823 So. Chicago Ave., Chicago, Ill.
Swenson, B. A., 522 Broad St., Providence, R. I.

HORNS

Angsten-Koch Co., 215 Englewood Ave., Chicago.
Barco Brass & Joint Co., Chicago, Ill.
Culmer Engineering Co., 6 Church St., New York, N. Y.
Fitzgerald Mfg. Co., Torrington, Conn.
Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
Inter-State Machine Co., Rochester, N. Y.
Johns-Manville Co., H. W., 41st St. and Madison Ave., New York, N. Y.
Lovell-McConnell Mfg. Co., Newark, N. J.
Motor Car Equipment Co., 55 Warren St., New York, N. Y.
Nonpareil Horn Mfg. Co., 75 Wooster St., New York, N. Y.
Overholt Co., The, Galesburg, Ill.
Randall Faichney Co., Boston, Mass.
Riley-Klotz Mfg. Co., 17 Mulberry St., Newark, N. J.
Schwarze Electric Co., Adrian, Mich.
SEISS MFG. CO., 431 Dorr St., Toledo, O.
Sireno Co., Inc., 20 Rose St., New York.
Sparks-Withington Co., Jackson, Mich.
STEVENS & CO., 375 Broadway, New York.
Standard Metal Mfg. Co., Newark, N. J.
Stewart-Warner Speedometer Corp., Chicago, Ill.
Talking Horn Co., Inc., 203 North St., Middletown, N. Y.

HORNS—ELECTRIC

American Electric Co., Chicago, Ill.
Dean Auto Devices Co., 120 S. Sangamon St., Chicago, Ill.
Garford Mfg. Co., 3602 Olive St., Elyria, O.
Inter-State Machine Co., Rochester, N. Y.
Nonpareil Horn Mfg. Co., 75 Wooster St., New York, N. Y.
Premier Electric Co., 4032 Ravenswood Ave., Chicago, Ill.
Riley-Klotz Mfg. Co., 17 Mulberry St., Newark, N. J.
Sparks-Withington Co., Jackson, Mich.
Standard Specialty Co., Worcester, Mass.
Typhoon Signal Co., Typhoon, Ill.

HORNS—EXHAUST

Barco Brass & Joint Co., Chicago, Ill.
Fulton Co., The, 726 National Ave., Milwaukee, Wis.
Garage Equipment Mfg. Co., Milwaukee, Wis.
Purdy Bros., Chicago, Ill.
Riley-Klotz Mfg. Co., 17 Mulberry St., Newark, N. J.

HORN BULBS

Goodrich Co., B. F., Akron, O.

HUBS—BICYCLE AND MOTORCYCLE

CORBIN SCREW CORPORATION, New Britain, Conn.
ECLIPSE MACHINE CO., Elmira, N. Y.
Harris & Reed Mfg. Co., 1500 W. 15th St., Chicago, Ill.
NEW DEPARTURE MFG. CO., Bristol, Conn.

INNER LINER FOR TIRES

Wearwell Rubber Co., Kokomo, Ind.

LAMPS—BICYCLE AND MOTORCYCLE

B. & L. Anto Lamp Co., 507 W. 35th St., New York, N. Y.
BADGER BRASS MFG. CO., Kenosha, Wis.
Bridgeport Brass Co., Bridgeport, Conn.
Campbell Co., A. S., 284 Commercial St., Boston, Mass.
Chicago Auto Lamp Works, 900 W. Lake St., Chicago, Ill.
Chicago Cycle Supply Co., Chicago, Ill.
Columbus Auto Brass Co., 767 No. 4th St., Columbus, O.
Cowles & Co., C., New Haven, Conn.
De Veer, H. W., Roslindale, Mass.
Doepper Mfg. Co., A. N., 585 16th St., Milwaukee, Wis.
Dressel Railway Lamp Works, 3860 Park Ave., New York, N. Y.
ERICKSON MFG. CO., J. W., 8039 Parnell Ave., Chicago, Ill.
Esterline Co., 227 E. South St., Indianapolis, Ind.
Fidelity Brass Mfg. Co., 730-38 W. Monroe St., Chicago, Ill.
Guide Motor Lamp Mfg. Co., 11400 W. Madison Ave., Cleveland, O.
Hall Lamp Co., C. M., Hancock Ave. and Rivard St., Detroit, Mich.
HAWTHORNE MFG. CO., Bridgeport, Conn.
Hine-Watt Mfg. Co., Chicago, Ill.
Hirsch Electric Mine Lamp Co., Philadelphia, Pa.
Hofacker Mfg. Co., 555 W. 42nd St., New York.
Housel Mfg. Co., East Rochester, N. Y.
Indiana Lamp Co., Connersville, Ind.
Interstate Electric Novelty Co., 29 Park Place, New York, N. Y.
Jenkins & Co., Des Moines, Ia.
KENDALL CO., M. S., Majestic Bldg., Detroit, Mich.
Motor Car Equipment Co., 55 Warren St., New York, N. Y.
National Reflector Co., Clarksburg, W. Va.
Noonan Tool & Machine Works, A. S., Rome, N. Y.
Pathfinder Lamp Co., 149 North 4th St., Columbus, O.
REX BATTERY CO., Chicago, Ill.
Rose Mfg. Co., 933 Arch St., Philadelphia, Pa.
Rosen & Co., A. W., 610 Broadway, New York.
Rushmore Dynamo Works (of Bosch Magneto Co.), Plainfield, N. J.
Saufley Supply Co., Kansas City, Mo.
Scheffey, A. M., 39 Cortlandt St., New York
SEISS MFG. CO., 437 Dorr St., Toledo, O.
Silvey Electric Co., 10 So. Canal St., Dayton, O.
Sprague Brace Mfg. Co., 62 Jefferson Ave., E., Detroit, Mich.
20th Century Mfg. Co., 420-22 Ogden St., Newark, N. J.
Victor Anto Parts Co., Cincinnati, O.
Ye Motor Shop, Connersville, Ind.
Zinke Co., 1322 Michigan Ave., Chicago, Ill.

LAMPS—INCANDESCENT BULBS

EDISON LAMP WORKS (of General Electric Co.), Harrison, N. J.

LAMP BRACKETS

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
BEVIN BROS. MFG. CO., East Hampton, Conn.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
FENTRESS-NEWTON MFG. CO., Detroit, Mich.
Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
HAWTHORNE MFG. CO., 32 Spruce St., Bridgeport, Conn.
Hub Cycle Co., 14 Portland St., Boston, Mass.
Oberwegner Motor Co., 813 Jefferson Ave., Toledo, O.
Peters, Herman L., 330 Pearl St., Buffalo, N. Y.
Petersen Bros., 1507 No. Keystone Ave., Chicago.
REX BATTERY CO., 2505 So. State St., Chicago, Ill.
Shipp, Watt, Salem, Ore.
STEVENS & CO., 375 Broadway, New York,
Toledo Store, The, 143 Erie St., Toledo, O.
Wald Mfg. Co., Sheboygan, Wis.

LAMP DIMMERS

Ward Leonard Electric Co., Bronxville, N. Y.

LEGGINS

Atlas Specialty Co., Chicago, Ill.
Aurora Uniform Co., Aurora, Ill.
Cook & Brother, E. C., 1301 Carroll Ave., Chicago, Ill.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
Hagerstown Legging Co., Hagerstown, Md.
Loewenburg & Co., Newark, N. J.
Nathan Novelty Mfg. Co., 86 Reade St., New York, N. Y.
Reveille Legging Co., Leavenworth, Kan.
Syracuse & Elbridge Glove & Mitten Co., Syracuse, N. Y.

LOCKS

Aermore Mfg. Co., 1536 Michigan Blvd., Chicago,
Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Myers Specialty Mfg. Co., Inc., 405 W. Main Cross St., Findlay, O.
Miller Keyless Lock Co., The J. B., Kent, O.
Peters, Herman L., 328 Pearl St., Buffalo, N. Y.
Sabo Motorcycle Co., 3110 West 25th St., Cleveland, O.
Waterbury Hardware Co., 414 Broadway, New York, N. Y.

LUBRICANTS

Chester Graphite Co., Chester Springs, Pa.
Dixon Crucible Co., Jos., Jersey City, N. J.
International Acheson Graphite Co., Niagara Falls, N. Y.
Jenkins & Co., Des Moines, Ia.
NEW DEPARTURE MFG. CO., Bristol, Conn.
United States Graphite Co., Saginaw, Mich.

LUGGAGE CARRIERS

Aera Mfg. Co., 410 Siegel St., Chicago, Ill.
Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Atlas Specialty Mfg. Co., 557 W. Jackson Blvd., Chicago, Ill.
DOW IRON & WIRE WORKS, Louisville, Ky.
Ero Mfg. Co., Chicago, Ill.
Excelsior General Supplies Co., Chicago, Ill.
FENTRESS-NEWTON CO., Detroit, Mich.
International Stamping Co., 1852 W. Austin Ave., Chicago, Ill.
Jenkins & Co., Des Moines, Ia.
Kellogg, Stanley T., 617 State St., Bridgeport, Conn.
MAJESTIC MFG. CO., Worcester, Mass.
Motorcycle Accessories Co., 321 Cedar St., St. Paul, Minn.
Myers Specialty Mfg. Co., Findlay, O.
NEW YORK SPORTING GOODS CO., 15-17 Warren St., New York, N. Y.
Perfection Side Seat Co., 327 Bleecker St., Utica, N. Y.
Star Electric Co., 18 N. May St., Chicago, Ill.
STERLING MOTOR CO., 705 Center St., Brockton, Mass.
Stoll Mfg. Co., 3254 Walnut St., Denver, Colo.
Trio Equipment Co., Cleveland, O.
Waldorf Motor & Machine Co., 133-137 Cannon St., Bridgeport, Conn.

MAGNETOS

BOSCH MAGNETO CO., 223 West 46th St., New York, N. Y.
Bretz & Co., J. S., 250 West 54th St., New York, N. Y.
Elkhart Manufacturing Co., Monroe, Mich.
Ericsson Mfg. Co., Buffalo, N. Y.
Heinze Elec. Co., Lowell, Mass.
Herz & Co., 245 W. 55th St., New York, N. Y.
Kokomo Electric Co., Kokomo, Ind.
SPLITDORF ELECTRICAL CO., 98 Warren St., Newark, N. J.
Sumter Electrical Co., Sumter, S. C.

MAGNETO COVERS

MESINGER MFG. CO., H. & F., Austin Place and 144th St., New York, N. Y.
Nathan Novelty Mfg. Co., 88 Reade St., New York, N. Y.

MAGNETO PLUGS

Grossman Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.

MANUFACTURERS' AGENTS

COFFMAN, A. B., Toledo, O.
HARRIS HARDWARE CO., D. P., 48 Warren St., New York, N. Y.
ROBERTS, H. T., 416 W. Grand Ave., Chicago.

MAPS

AUTOMOBILE BLUE BOOK CO., 241 W. 39th St., New York, N. Y.

MIRRORS—REAR SIGHT

Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
MAJESTIC MFG. CO., 54 Commercial St., Worcester, Mass.
Novelty Mfg. Co., Maple St., Waterbury, Conn.

MOTORS

North Chicago Machine Co., Chicago, Ill.
Racine Foundry Co., Racine, Wis.
Shaw Mfg. Co., Galesburg, Kan.
Spacke Machine Co., F. W., Indianapolis, Ind.
Universal Machinery Co., 1913 St. Paul Ave., Milwaukee, Wis.
Wizard Motor Co., Indianapolis, Ind.

MOTORCYCLES

Acme Brass Works, 1427 Carroll Ave., Chicago.
Arrow Motor Co., California Ave. and 19th St., Chicago, Ill.
Aurora Automatic Machinery Co., 1307 Michigan Ave., Chicago, Ill.
Chicago Motorcycle Works, 732 Sheridan, Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
DAVIS SEWING MACHINE CO., Dayton, O.
EMBLEM MFG. CO., Angola, N. Y.
EXCELSIOR CYCLE CO., Chicago, Ill.
Excelsior Motor Mfg. & Supply Co., Chicago, Ill.
FEILBACH MOTOR CO., Milwaukee, Wis.
Gerhart Motorcycle Co., Harrisburg, Pa.
HARLEY-DAVIDSON MOTOR CO., 317 37th St., Milwaukee, Wis.
HENDEE MFG. CO., Springfield, Mass.
HENDERSON MOTORCYCLE CO., Detroit, Mich.
JOHNSON'S ARMS & CYCLE WKS., IVER, Fitchburg, Mass.
Joerns Motor Mfg. Co., 2237 Hampden Ave., St. Paul, Minn.
MIAMI CYCLE & MFG. CO., Middletown, O.
Milwaukee Motorcycle Co., 834 Muskego Ave., Milwaukee, Wis.
Morse-Beauregard Mfg. Co., 311 Majestic Bldg., Detroit, Mich.
Motor Products Co., 762 Woodward Ave., Detroit, Mich.
Peerless Motorcycle Co., 179 Huntington Ave., Boston, Mass.
POPE MANUFACTURING CO., Westfield, Mass.
READING STANDARD CO., Reading, Pa.
Schickel Motor Co., Stamford, Conn.
Shapiro-Michaelson Motor Co., Minneapolis, Minn.
Shaw Mfg. Co., Galesburg, Kan.
STERLING MOTOR CO., Brockton, Mass.
Waverly Mfg. Co., Jefferson, Wis.

MOTORCYCLE CLUTCHES

ECLIPSE MACHINE CO., Elmira, N. Y.

MOTORCYCLE CUSHIONS

American Auto Top Mfg. Co., 1451 Washington Blvd., Chicago, Ill.
Egelberg, George, 144 So. 6th St., La Crosse, Wis.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
Svensgaard Sales Corporation, Harry, 471 Woodward Ave., Detroit, Mich.

MOTORCYCLE GAS TANKS

Carbo Light Co., Anderson, Ind.
PREST-O-LITE CO., Indianapolis, Ind.
Searchlight Co., Chicago, Ill.
Tank O'Gas Co., Portland, Me.

MOTORCYCLE GRIPS

Continental Rubber Works, Erie, Pa.
Diamond Rubber Co., Akron, O.
Empire Tire Co., Trenton, N. J.
Ero Mfg. Co., Chicago, Ill.
FISK RUBBER CO., Chicopee Falls, Mass.
Goodrich Co., B. F., Akron, O.
GOODYEAR TIRE & RUBBER CO., Akron, O.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. Y.

MOTORCYCLE PULLEYS

Persons Mfg. Co., Worcester, Mass.

MOTORCYCLE STANDS

Ero Mfg. Co., Chicago, Ill.
Majestic Mfg. Co., Worcester, Mass.
Swenson, B. A., Providence, R. I.

MOTORCYCLE TWO-SPEED DEVICES

CONSOLIDATED MFG. CO., 1730 Fernwood Ave., Toledo, O.
ECLIPSE MACHINE CO., Elmira, N. Y.

MUD GUARDS

BEVIN BROS. MFG. CO., East Hampton, Conn.
Crosby Company, Buffalo, N. Y.
Empire Specialty Co., Cleveland, O.
International Stamping Co., 1852-58 Austin Ave., Chicago, Ill.
K. & C. Mfg. Co., Henniker, N. H.
Mott Wheel Works, Utica, N. Y.
Standard Welding Co., Cleveland, O.
Wald Mfg. Co., Sheboygan, Wis.
Wilson Novelty Works, L., So. Clinton and Quincy Sts., Chicago, Ill.

MUD GUARD SPLASHERS

Persons Mfg. Co., Worcester, Mass.

NIPPLES

National Screw & Tack Co., Stanton Ave and East 75th St., Cleveland, O.
STANDARD CO., Torrington, Conn.
STEVENS & CO., 375 Broadway, New York.

OIL GUN

Randall Faichney Co., Jamaica Plain, Boston, Mass.

OILERS

Noera Mfg. Co., Waterbury, Conn.

PARTS AND FITTINGS—BICYCLE AND MOTORCYCLE

A. & J. Mfg. Co., Chicago, Ill.
American Bronze Co., Lancaster Ave., Berwyn, Pa.
Crosby Co., The, Buffalo, N. Y.
ECLIPSE MACHINE CO., Elmira, N. Y.
Great Western Mfg. Co., La Porte, Ind.
HAWTHORNE MFG. CO., 32 Spruce St., Bridgeport, Conn.
Hydraulic Pressed Steel Co., Cleveland, O.
Motorcycle Accessories Co., 321 Cedar St., St. Paul, Minn.
Mott Wheel Works, Utica, N. Y.
Parish & Bingham Co., Cleveland, O.
Progressive Mfg. Co., Torrington, Conn.
SMITH CO., A. O., P. O. Box 87, Milwaukee, Wis.
Standard Welding Co., Cleveland, O.
STEVENS & CO., 375 Broadway, New York.

PEDALS

DAVIS SEWING MACHINE CO., Dayton, O.
Ero Mfg. Co., Chicago, Ill.
Grade & Co., J. W., Worcester, Mass.
STANDARD CO., Torrington, Conn.
STEVENS & CO., 375 Broadway, New York.

PENNANTS

Chicago Flag & Decorating Co., 1345 S. Wabash Ave., Chicago, Ill.
Spiegel Art Co., Brooklyn, N. Y.

PENNANT HOLDER

Swenson, B. A., 522 Broad St., Providence, R. I.

PISTONS

Ferro Machine & Foundry Co., Cleveland, O.
Oberwegner Motor Co., 813 Jefferson Ave., Toledo, O.

PISTON RINGS

Burd, R. L., 814 So. Main St., Rockford, Ill.
Ferro Machine & Foundry Co., Cleveland, O.
McQuay-Norris Mfg. Co., 2808 Locust St., St. Louis, Mo.
Oberwegner Motor Co., 813 efferson Ave., Toledo, O.
Peerless Piston Ring Co., 93 Lafayette St., Newark, N. J.

POLISH

Adams & Elting Co., 716 Washington Blvd., Chicago, Ill.
International Metal Polish Co., Quill and Naomi Sts., Indianapolis, Ind.

PULLEY TAPE

Kraft Knitting Co., Akron, O.

PUMPS—BICYCLE AND MOTORCYCLE

Bridgeport Brass Co., Bridgeport, Conn.
Codman & Shurtleff, 120 Boylston St., Boston, Mass.
Coe-Stapley Mfg. Co., 30 Church St., New York.
Funke Co., Inc., Herbert F. L., 116 Broad St., New York, N. Y.
Green & Swett Co., 737 Boylston St., Boston, Mass.
JONES & NOYES, 153 W. Austin Ave., Chicago.
Kokomo Electric Co., Kokomo, Ind.
Livermore, Homer F., 85 Pearl St., Boston, Mass.
Noera Mfg. Co., Waterbury, Conn.
STEVENS & CO., 375 Broadway, New York.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. Y.

PUNCTURE PROOF COMPOUNDS

BUFFALO SPECIALTY CO., Buffalo, N. Y.

REPAIR PEDALS

Adams & Co., Henry T., 6823 So. Chicago Ave., Chicago, Ill.

RIM PARA SHELLAC

Benoit, Constant, P. O. Station O, Brooklyn, N. Y.

RIMS—STEEL

Mott Wheel Works, Utica, N. Y.
Standard Welding Co., Cleveland, O.
Universal Welding Co., St. Anne, Ind.

RIMS—WOOD

AMERICAN WOOD RIM CO., Onaway, Mich.
K. & C. Mfg. Co., Henniker, N. H
Rastetter & Sons, Louis, Ft. Wayne, Ind.
Tucker Woodwork Co., Sidney, O.

ROAD GUIDES

AUTOMOBILE BLUE BOOK CO., 241 West 39th St., New York, N. Y.

ROLLER SADDLE ATTACHMENT

Roller Saddle Attachment Co., 138 Pembroke St., Boston, Mass.

SADDLES

Funke Co., Inc., Herbert F. L., 116 Broad St., New York, N. Y.
MESINGER MFG. CO., H. & F., Austin Place and 144th St., New York, N. Y.
Persons Mfg. Co., Worcester, Mass.
READING SADDLE & MFG. CO., Reading, Pa.
Stoll Mfg. Co., 3254 Walnut St., Denver, Colo.
Superior Metal Products Co., Elyria, O.
Troxel Mfg. Co., Elyria, O.
Wolverine Leather Goods Co., 61 Jefferson Ave., Detroit, Mich.

SCREW PLATES

Butterfield & Co., Inc., Derby Line, Vt.
Mossberg Co., Frank, Attleboro, Mass.
STEVENS & CO., 373 Broadway, New York.

SEAT POSTS

Chicago Handle Bar Co., 47 South St., Shelby, O.
Reliance Works Co., Ltd., Southampton, Eng.
Standard Welding Co., Cleveland, O.

SEPARATORS

Standard Thermometer Co., 65 Shirley St., Boston, Mass.

SHOCK ABSORBERS

CONSOLIDATED MFG. CO., 1730 Fernwood Ave., Toledo, O.
Perfection Mfg. Co., Los Angeles, Cal.
Svensgaard Sales Corp., Harry, 471 Woodward Ave., Detroit, Mich.

SIDE CARS

Autocrat Mfg. Co., 1443 Niagara St., Buffalo, N. Y.
Baxter Side Car Co., 90 Freeport St., Dorchester, Mass.
Chicago Cycle Supply Co., Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
Davis Side Car Co., P. M., 6724 Yale Ave., Chicago, Ill.
Cuyahoga Motorcycle Co., Cleveland, O.
Dunham Side Car Co., Aurora, Ill.
EMBLEM MFG. CO., Angola, N. Y.
Flxible Side Car Co., Mansfield, O.
Hall Cycle & Mfg. Co., A. J., 3732 West 25th St., Cleveland, O.
HENDEE MFG. CO., Springfield, Mass.
Kittle, J. R., 1213 San Pedro St., Los Angeles, Cal.
MAJESTIC MFG. CO., Worcester, Mass.
Rogers Mfg. Co., West Madison St., Chicago, Ill.
Superior Mfg. Co., 1349 So. Main St., Los Angeles, Cal.
Svensgaard Sales Corp., Harry, 471 Woodward Ave., Detroit, Mich.

SIDE SEATS

Bowen Bros., Utica, N. Y.
Chilson & Graham, Fayetteville, N. Y.
HAVERFORD CYCLE CO., Philadelphia, Pa.
Perfection Side Seat Co., Utica, N. Y.

SKIRT GUARDS

American Auto Top Mfg. Co., 1451 Washington Blvd., Chicago, Ill.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
Svensgaard Sales Corp., Harry, 471 Woodward Ave., Detroit, Mich.

SOLDERING FURNACES

Hauck Mfg. Co., 140 Livingston St., Brooklyn, N. Y.

SPARK PLUGS

Albright Ignition Co., Columbus, Ga.
American Coil Co., Foxboro, Mass.
Axwell Equipment Co., 421 Wood St., Pittsburgh, Pa.
Benford Mfg. Co., Mount Vernon, N. Y.
Benton Co., L. F., Vergennes, Vt.
Bigsby-Rotary Mfg. Co., 7500 Quincy Ave., Cleveland, O.
BOSCH MAGNETO CO., 223 West 46th St., New York, N. Y.
Champion Ignition Co., Flint, Mich.
Champion Spark Plug Co., Toledo, O.
Day, Geo. F., 21 Haverhill St., Boston, Mass.
Dow Mfg. Co., 131 Adams St., Braintree, Mass.
Duplex Multi-Spark Plug Co., Devils Lake, N. D.
Eclipse Manufacturing Co., 502 Meridian Life Bldg., Indianapolis, Ind.
Ero Mfg. Co., Chicago, Ill.
Grossman Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
Hamshire Mfg. Co., Hatfield, Mass.
Hartford Machine Screw Co., 476 Capitol Ave., Hartford, Conn.
Herz & Co., 295 Lafayette St., New York, N. Y.
Johns-Manville Co., H. W., Madison Ave. and 41st St., New York, N. Y.
Ideal Switch Co., Plainville, Conn.
Kokomo Electric Co., Kokomo, Ind.
Lemke Electric Co., 280 Lake St., Milwaukee, Wis.
Long Distance Spark Plug Co., 212 So. Illinois St., Indianapolis, Ind.
McDowell, L. A., Luverne, Minn.
Milwaukee Auto Specialty Co., 711 Chestnut St., Milwaukee, Wis.
Mosler & Co., A. R., Webster and Wakefield Aves., Yonkers, N. Y.
Motor Car Equipment Co., 55 Warren St., New York, N. Y.
New York Mica & Mfg. Co., 38 Market St., Auburn, N. Y.
Peerless Piston Ring Co., 93 Lafayette St., Newark, N. J.
Perpetual Spark Plug Co., 334 E. Drinker St., Dunmore, Pa.
Pittsfield Spark Coil Co., Dalton, Mass.
Porter & Co., W. S., 608 So. Dearborn St., Chicago, Ill.
Rajah Auto Supply Co., Bloomfield, N. J.
Randall-Faichney Co., Jamaica Plain, Boston, Mass.
Randall-Miller Co., Boston, Mass.
Reflex Ignition Co., The, Cleveland, O.
Rex Ignition Mfg. Co., 1779 Broadway, New York, N. Y.
SILVEX CO., THE, 171 Madison Ave., New York, N. Y.
Sioux City Machine & Tool Co., Sioux City, Ia.
SPLITDORF ELECTRICAL CO., Newark, N. J.
Superior Motor Specialty Co., 44 No. 4th St., Philadelphia, Pa.
V-RAY CO., Marshalltown, Ia.

SPARK PLUG WRENCHES

V-RAY CO., Marshalltown, Ia.

SPEEDOMETERS

American Ever Ready Co., 308 Hudson St., New York, N. Y.
Campbell Co., A. S., 284 Commercial St., Boston, Mass.
CORBIN SCREW CORPORATION, New Britain, Conn.
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Standard Thermometer Co., Boston, Mass.
Stewart-Warner Speedometer Corporation, Chicago, Ill.
Stover-Lang Co., 221 Columbus Ave., Boston, Mass.
Van Sicklen Co., Inc., 58 So. River St., Aurora, Ill.

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DIAMOND CHAIN & MFG. CO., Indianapolis, Ind.
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Great Western Mfg. Co., La Porte, Ind.
Hydraulic Pressed Steel Co., Cleveland, O.
PARISH & BINGHAM CO., Cleveland, O.
STEVENS & CO., 375 Broadway, New York.

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Crosby Co., Bufffalo, N. Y.
EXCELSIOR CYCLE CO., 166 N. Sangamon St., Chicago, Ill.
Great Western Mfg. Co., La Porte, Ind.
Hydraulic Pressed Steel Co., Cleveland, O.
Kales-Haskel Co., 443 Lafayette Blvd., Detroit, Mich.

STANDS

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Adams & Co., Henry T., 6823 So. Chicago Ave., Chicago, Ill.
EXCELSIOR CYCLE CO., 166 N. Sangamon St., Chicago, Ill.
International Stamping Co., 1852 W. Austin Ave., Chicago, Ill.
MAJESTIC MFG. CO., Worcester, Mass.
Swenson, B. A., 522 Broad St., Providence, R. I.
Wald Mfg. Co., Sheboygan, Wis.

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Edwards-Crist Mfg. Co., Chicago, Ill.
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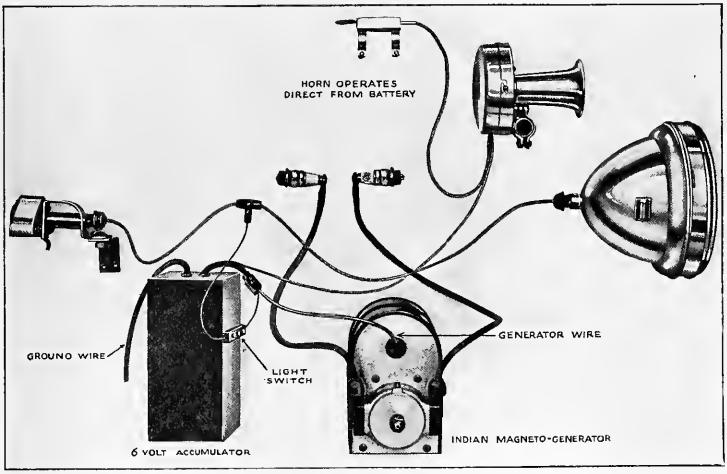

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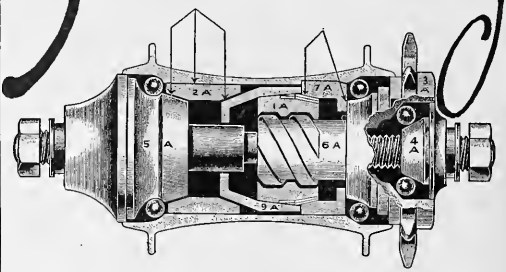

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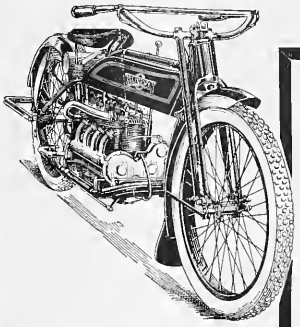

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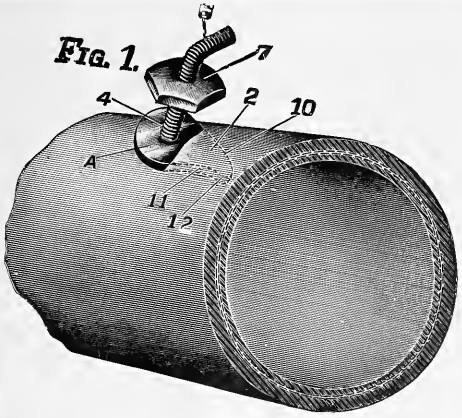

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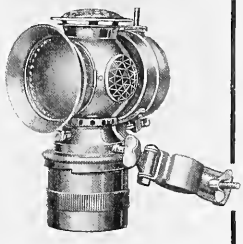

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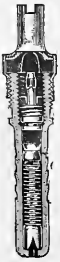

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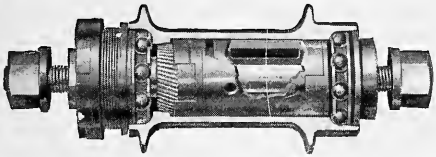

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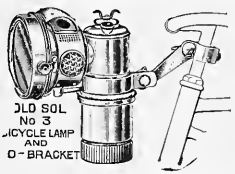
THE MIAMI CYCLE & MFG. CO., Middletown, Ohio

Licensed Coaster Brake Manufacturers

NEW ENGLAND DISTRIBUTING WAREHOUSE:
315 Dwight Street, Springfield, Mass.



For Heavy Duty

A handsome, man-size BICYCLE LAMP of new design corresponding with the complete motorcycle equipment now prevailing.

"Old Sol" No. 3

is a 7 in. lamp for the bike, of large carbide capacity and high candle power. Door 4¼ in. diameter. 3 in. reflector. Solid construction, all parts of nickel-plated brass finely finished. The bracket gives good adjustment. Price $3.00.

Hawthorne Mfg. Co., Inc.

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ON

LIMITED MOTORCYCLES

Foot Starter
Two Speed
Foot Boards
10 H. P. Motor

Write for new prices, literature and dealer's proposition today.

FEILBACH MOTOR CO., 24 W. Fox St., Milwaukee

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Cycle Tires

Specify them for your new mount, or order them for the old. They will open your eyes to new motorcycling joys.

Firestone Tire & Rubber Co.
"America's Largest Exclusive Tire and Rim Makers"
Akron, Ohio

Non Skid or Corrugated Tread—All Styles—All Sizes —All Leading Dealers

GOOD NEWS TO ALL

THE BADGER BRASS MANUFACTURING CO.
now furnish the

Shipp Handle Bar Lamp Bracket

as an Option on Solar Gas Lamps.

SPECIFY THEM

and Increase Your Lamp Sales.

WATT SHIPP
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SALEM, OREGON

STEVENS & CO.
DISTRIBUTORS
NEW YORK CITY

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A Quality Bicycle at a reasonable price

PIERCE CYCLE CO.
BUFFALO, N.Y.

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Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
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THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

HARLEY-DAVIDSON SALES CO. OF NEW YORK,
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COMPLETE STOCK OF MACHINES AND PARTS. ROGERS SIDE CARS.

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Delivery from stock on Indian and Excelsior, cash or easy payments.
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Full Line of Parts.
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STANDARD PARTS — ACCESSORIES
SPECIAL YALE EQUIPMENT
Mail orders filled day received.
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GEORGE SORENSEN
(Formerly of Peekskill, N. Y.)
Motorcycles, Bicycles and Supplies
Telephone 164. 148 Main Street
An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

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STANDARD CYCLE CO.
Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
185 3rd St., Milwaukee, Wis.
Long Distance Telephone, Grand 62.

Bicycling World and Motorcycle Review, with its predominantly trade circulation, affords you the most economical means of reaching the jobbers and dealers, through whom over 85% of the products in this field are merchandised.

HIGH-GRADE

wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

Morse Twin Roller Chain

NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

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Send for Booklet and Agency Proposition

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Be Good to One Another

Get your friends to read this paper. They will like it and thank you for recommending it.

DOW'S BICYCLE LUGGAGE CARRIER

Best thing for the purpose ever put on the market. In use all over the United States. Can be put on or detached instantly with adjustable hook. Good sellers, because the riders all want them and the price is popular. Write for Prices.

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IVER JOHNSON'S ARMS & CYCLE WORKS
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Star Ball Retainers

are universally used in

Automobiles
Bicycles
Coaster Brakes
Sewing Machines
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THE STAR BALL RETAINER CO.
Lancaster, Pa.

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A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order.

WANTED TO TRADE—A complete vulcanizing plant, for twin-cylinder motorcycle; vulcanizing machine weighs about 700 lbs., vulcanizes three tires any size from 2¾ to 5½ inch, any size tube, at one time; has its own heating plant; complete with bead moulds. Motorcycle must be in good condition and 1914 model, no junk; vulcanizing machine is brand new, has never been used. If you want to get into business, this is a chance. LAFAYETTE TIRE CO., 511-513 North 9th St., Lafayette, Ind.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

TO SWAP—Brand new 1914, single cylinder, 5½ horsepower Emblem motorcycle for used 4-cylinder Henderson or Pierce. DENINGER CYCLE CO., Rochester, N. Y.

WANTED—Jobs in G & J bicycle tires. Address, Box J 222, care Bicycling World.

ATTENTION AUTOMOBILE AND MOTORCYCLE DEALERS

POPE tandem motorcycle, 1914, 2-speed, Rogers sidecar; No. 111.R.5, stolen evening of Oct. 20th from 727 Tremont Ave., Bronx. Communicate with E. B. HOPWOOD, 55 John St., New York. Telephone John 3796.

OUR specialty is parts: for Thor, Merkel, Indian, M-M, F-N, Curtiss, Marvel, R-S and Royal Pioneer motorcycles, all coaster brakes and Eclipse clutches. Ours is the best motorcycle garage and repair shop. We oxi-weld crankcases, cylinders, etc. 40 used machines on hand, $25 up. NEW YORK MOTORCYCLE CO., INC., 1777 Broadway, New York, N. Y., 4th floor.

BROOKLYN and LONG ISLAND HEADQUARTERS 1914 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Cash and easy terms. Write for catalog and terms. "BOB" BRAZENOR, 1507 Bushwick Ave., Brooklyn, N. Y.

POPE Motorcycles and Simplex Sidecars agents. RIVERSIDE MOTORCYCLE GARAGE, 533 W. 110th St., near Broadway, New York City.

The fellow who tries to attract business without advertising is like the young man who throws his sweetheart a silent kiss in the dark. He knows what he is doing, but no one else does.

Be Prepared

You never can tell when you will have tire trouble, but a set of

Simplex Tire Tools

will always relieve the situation. Be sure to have them in your tool kit. Drop forged steel, Sherardized.

Price, Per Set of Three, 50c.

Manufactured by

STEVENS & COMPANY

High Grade Motorcycle Accessories

375 Broadway New York City

TRY

Self-Lighting Perfecto Tail Lamps for Motorcycles

You will like them better

J. W. ERICKSON MFG. CO.

8039 Parnell Avenue CHICAGO

The High Cost of Living Reduced

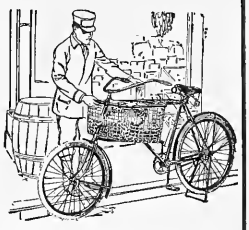
HOW to reduce Tire Expense, the biggest running expense of a motorcycle.

The above information will be given free in form of a pamphlet referring to all standard makes of tires, if you will address

THE TWITCHELL GAUGE CO.

1200 Michigan Avenue Chicago, Illinois

The best equipment for parcel delivery. Cheapest, quickest and safest for both messenger and goods. Write for particulars.



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BICYCLE GOODS

NEW YORK SPORTING GOODS CO.

Ask for new Motocycle Catalog No. 58 XX and Bargain Book of Bicycle and Motocycle Supplies No. 146.

Please write us on your letter head

"Indian" Agents

NEW YORK SPORTING GOODS CO.

15 and 17 Warren St., New York

PENNSYLVANIA

Red Oilproof Tread

VACUUM CUP TIRES

NON SKID

The biggest selling of all manufacturers' brands of bicycle tires.

Pennsylvania Rubber Company

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Supplee-Biddle Hardware Co.

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BICYCLES AND SUNDRIES

Prompt and complete shipments

The Chain of Quality

"DUCKWORTH"

The Kind That Always Makes Good

DUCKWORTH CHAIN & MANUFACTURING COMPANY, Springfield, Mass.

There Never Was a Catalog Like This

IT is the most important we ever issued and contains the announcement of radical changes in New Departures that every live man in the trade wants to know about. A copy has been mailed to every dealer on our list. If you do not get yours promptly, drop us a post card and ask for it. We will send it by return mail. : : : : : : : : : : : : :

THE NEW DEPARTURE MFG. CO.
Bristol, Connecticut

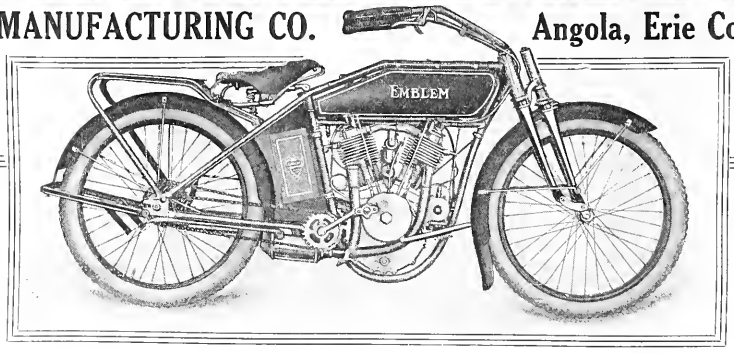
IF you would rather possess the motorcycle of individuality and distinction than one of a very large number of machines turned out by a big factory—

If you want the motorcycle full of gratifying features, co-operating to give you power, speed, dependability—

If you feel better satisfied to own a motorcycle De Luxe than merely to "ride a motorcycle"—then

EMBLEM

EMBLEM MANUFACTURING CO. **Angola, Erie County, N. Y.**



Model 110, Big Twin, 10 H. P.	$275
Model 108, Regular Twin, 8 H. P.	250
Model 105, Big Single 5 H. P.	200

Distributors

For California, John T. Bill & Co., Los Angeles. For Oregon, Washington and Idaho, Ballou & Wright, Portland, Ore., and Seattle, Wash. For the South, Henry Keidel & Co., Baltimore, Md.

FISK
MOTORCYCLE
TIRES

RED TOP **NON-SKID**

BUY the tires that have the most features designed for *your* safety, *your* comfort and *your* economy. Fisk Non-Skid Motorcycle Tires are not only indispensable to your comfort, but to safe and economical motorcycling as well. They have been tested by motorcyclists in all parts of the country, in various altitudes, in diverse climates, on all sorts of roads. *Everywhere they have made good.*

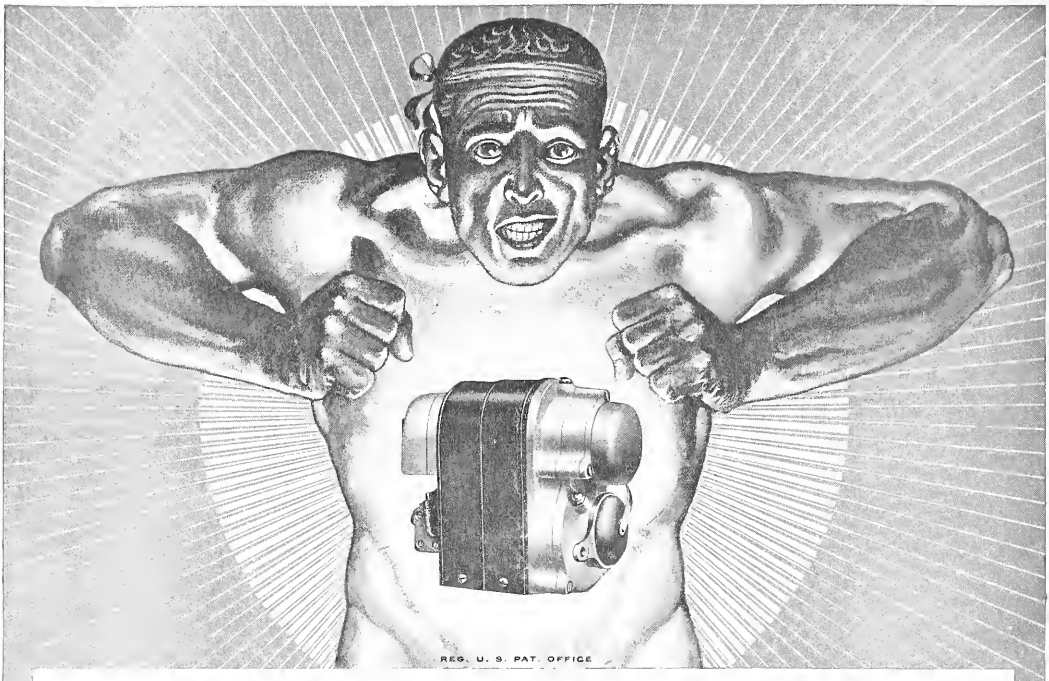
We invite the most careful comparison with other motorcycle tires and especial inspection of our new Red Top Non-Skid, with its Red Tread and White Sidewall. Nothing is more certain than the superiority of this new Fisk creation. Dealers are urged to investigate! Write Dept. E.

THE FISK RUBBER CO.

Factory and Home Office **Chicopee Falls, Mass.**

Fisk Branches in 46 Principal Cities

Trade Mark
Reg. U. S. Pat. Off.
Time to Re-Tire?
(Buy Fisk)



SPARKS and LIGHTS

The "MAG-DYNAMO" of the SPLITDORF ELECTRICAL COMPANY will produce the never-failing hot sparks for ignition and also the juice for the head and tail-lights of your machine.

In *one* unit, remember. Compact, accessible, self-contained, waterproof, simple and efficient—study its tremendous advantages over the old methods.

To combine a lighting dynamo with the magneto is, of course, ideal, especially when carried out with the simplicity with which the SPLITDORF unit is designed, and simplicity combined with effectiveness and strict utility is the keynote of the SPLITDORF "MAG-DYNAMO."

The "MAG-DYNAMO" is interchangeable with magneto installation —it supplies positive starting and running ignition with or without the battery—it has innumerable other advantages which a FREE BOOKLET, sent upon request, will explain in detail.

Remember you can have a SPLITDORF "MAG-DYNAMO" on your new model if you insist upon specifying it.

SPLITDORF ELECTRICAL COMPANY

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CHICAGO.....64-72 E. 14th St.
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DALLAS.....402 S. Erray St.
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SAN FRANCISCO.....1028 Geary St.
SEATTLE.....1628 Broadway
TORONTO

Factory: NEWARK, NEW JERSEY

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, November 10, 1914 | Ten cents a copy Two dollars a year

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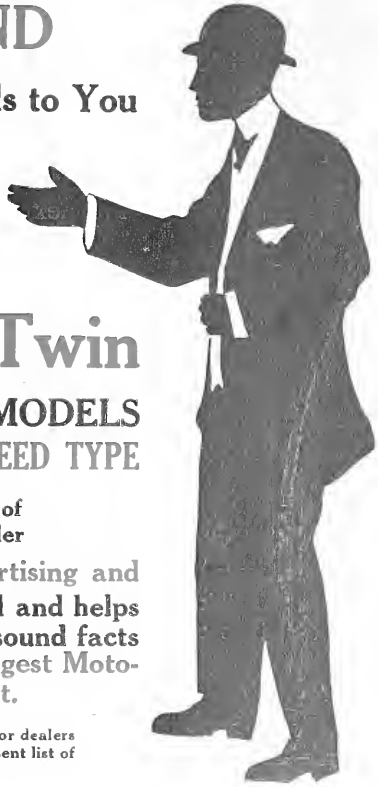
THE GLAD HAND

Is Not the Only Thing He Extends to You He Offers to You in the



Indian

Big Twin—Little Twin

SERVICE and SPEEDWAY MODELS

OF THE ONE—TWO and THREE SPEED TYPE

The Strongest Proposition in the Line of Motocycles Ever Presented to a Dealer

Backed up with a large National Advertising and Selling Campaign—that creates demand and helps the dealer to sell—he presents to you sound facts and a money making plan, with the largest Motocycle manufacturer in the world behind it.

Send for our Silent Salesman—which is a Special Catalog for dealers only. We are going to add 2,000 more dealers to our present list of 3,000 agents. Now is the time to write for open territory.

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

Profit or Loss?

To the Motorcycle Dealer:

What machine are you going to sell next year?

Are you going to sell one that requires high priced salesmen to put over?

Or are you going to handle one that sells itself?

Are you going to sell a machine that has a lot of "kick backs," one upon which you will have to make repairs at your own expense and make apologies for at the general expense of your business?

Or do you want a machine that stays sold and requires neither expense nor apology?

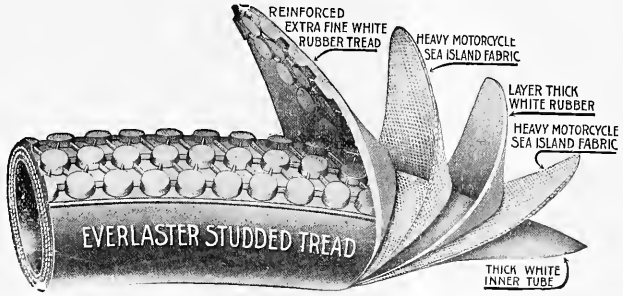
The DAYTON

Sells itself to any man who wants the best;
Requires no apologies;
Needs no tinkering to make it stay sold.

In a word, the Dayton means a profitable business.

Think it over and study the question from every angle before you determine on next year's line.

Davis Sewing Machine Co.
Dayton, Ohio
Department C



The Old Reliable

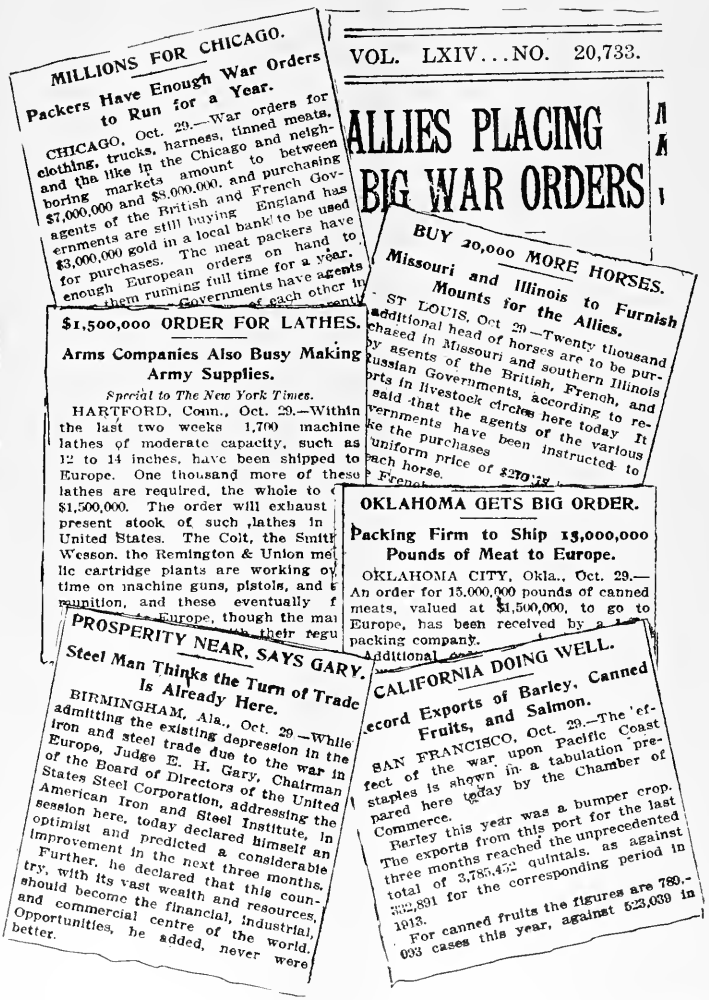
The original heavy fabric tire.

Two years old and just as good now as when first introduced.

Our 1915 line of other grades of Bicycle Tires and Bicycle Inner Tubes is worth your consideration.

Kokomo Rubber Company
Kokomo, Indiana

Prosperity!



MILLIONS FOR CHICAGO.

Packers Have Enough War Orders to Run for a Year.

CHICAGO, Oct. 29.—War orders for clothing, trucks, harness, tinned meats, and the like in the Chicago and neighboring markets amount to between $7,000,000 and $8,000,000, and purchasing agents of the British and French Governments are still buying. England has $3,000,000 gold in a local bank to be used for purchases. The meat packers have enough European orders on hand to keep them running full time for a year. Governments have agents of each other in

VOL. LXIV...NO. 20,733.

ALLIES PLACING BIG WAR ORDERS

BUY 20,000 MORE HORSES.

Missouri and Illinois to Furnish Mounts for the Allies.

ST LOUIS, Oct 29.—Twenty thousand additional head of horses are to be purchased in Missouri and southern Illinois by agents of the British, French, and Russian Governments, according to reports in livestock circles here today. It is said that the agents of the various governments have been instructed to make the purchases at a uniform price of $270.75 each horse.

$1,500,000 ORDER FOR LATHES.

Arms Companies Also Busy Making Army Supplies.

Special to The New York Times.

HARTFORD, Conn., Oct. 29.—Within the last two weeks 1,700 machine lathes of moderate capacity, such as 12 to 14 inches, have been shipped to Europe. One thousand more of these lathes are required, the whole to cost $1,500,000. The order will exhaust present stock of such lathes in United States. The Colt, the Smith & Wesson, the Remington & Union metallic cartridge plants are working overtime on machine guns, pistols, and ammunition, and these eventually for Europe, though the main

OKLAHOMA GETS BIG ORDER.

Packing Firm to Ship 15,000,000 Pounds of Meat to Europe.

OKLAHOMA CITY, Okla., Oct. 29.—An order for 15,000,000 pounds of canned meats, valued at $1,500,000, to go to Europe, has been received by a packing company.

PROSPERITY NEAR, SAYS GARY.

Steel Man Thinks the Turn of Trade Is Already Here.

BIRMINGHAM, Ala., Oct. 29.—While admitting the existing depression in the iron and steel trade due to the war in Europe, Judge E. H. Gary, Chairman of the Board of Directors of the United States Steel Corporation, addressing the American Iron and Steel Institute, in session here, today declared himself an optimist and predicted a considerable improvement in the next three months. Further, he declared that this country, with its vast wealth and resources, should become the financial, industrial, and commercial centre of the world. Opportunities, he added, never were better.

CALIFORNIA DOING WELL.

Record Exports of Barley, Canned Fruits, and Salmon.

SAN FRANCISCO, Oct. 29.—The effect of the war upon Pacific Coast staples is shown in a tabulation prepared here today by the Chamber of Commerce.

Barley this year was a bumper crop. The exports from this port for the last three months reached the unprecedented total of 3,785,452 quintals, as against 332,891 for the corresponding period in 1913.

For canned fruits the figures are 780,093 cases this year, against 523,039 in

When all parts of our country are feeling the rush of Foreign orders, who can doubt that money will be plentiful for purchases in

1 9 1 5

Make your connections with dealers now, through "the Dealers' paper"

The Bicycling World and Motorcycle Review (Founded 1877)

239 West 39th Street, New York

Fine Felt Pennants in two colors. Length 30 inches. Free when used for window displays.

Beautiful Cloth Sign for top of window. Has special metal fasteners at each end. Full size, 10 feet by 13½ inches. Can be instantly adjusted to fit any window width. Lithographed in four colors.

Lithographed Metal Sign with heavy back. Four colors. Size 19x8¾ inches. For window or inside of store.

FREE STORE SIGNS

For Bicycle Tire Dealers

The "On Time" Boy
Rides
GOODYEAR
AKRON
Bicycle Tires
They never hold him up on the road. The price never "holds him up" in the store.
$2.48 each, Plain Tread
$2.75 each, Non-Skid

Window Display and Counter Cards. Size 13¼ x 21 in. Printed in four colors on heavy cardboard.

Big two-color pennants, cloth window signs, lithographed metal signs, window and counter cards. All free for the asking to dealers who sell Goodyear-Akron Bicycle Tires.

And these are only a few of the 21 Selling Helps offered in the great merchandising book on Goodyear-Akron Bicycle Tires.

No book like it has ever been prepared at any price for dealers' use. Yet this book is *free*. Already it is being used with wonderful success by thousands of bicycle tire dealers everywhere.

How to Get It All

Write today, asking to have one of these books reserved for you, and for other information that will place all Dealer Helps in your possession. Also read the great story of Goodyear-Akron Bicycle Tires—the tires that won the bicycle tire field in one short season.

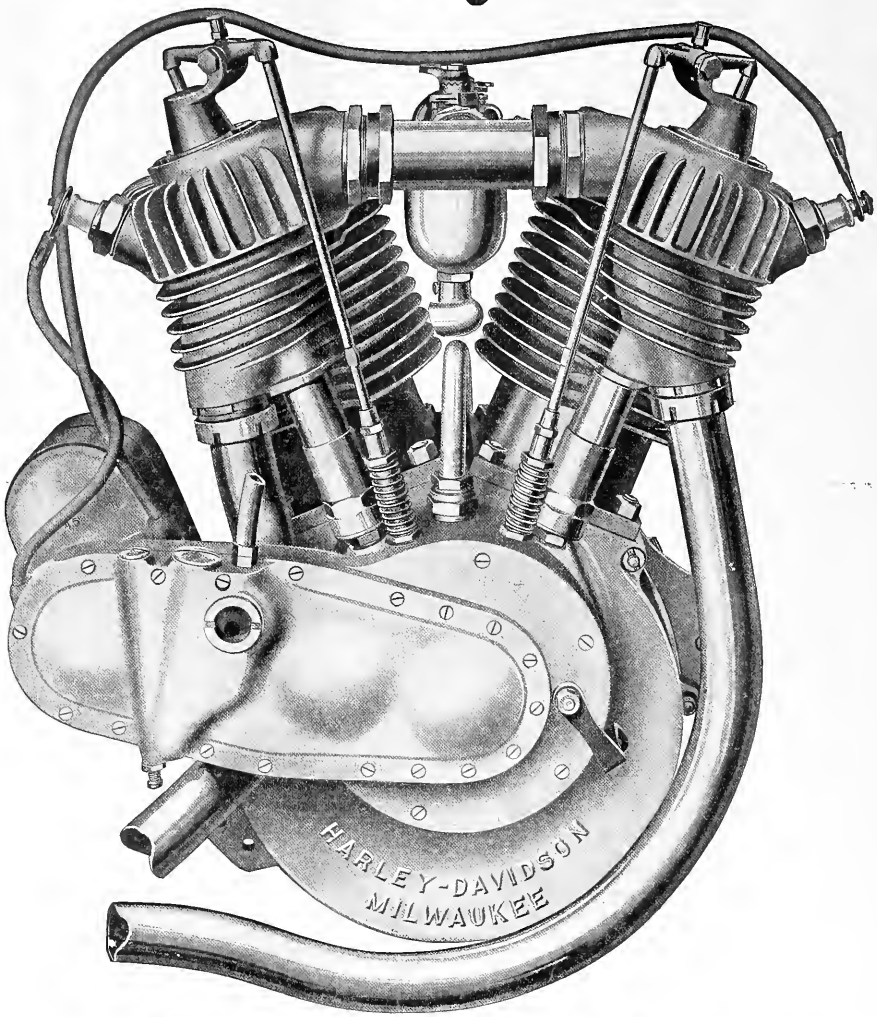
Learn what these tires mean to you in greater profits through aggregate sales. Learn how, for the first time in tire history, you can now compete with cheap "price" tires on a real quality basis. Learn how, instead of seeing business go elsewhere, you can now win it your way by means of the wealth of proved Selling Helps offered in this free book.

GOODYEAR AKRON Bicycle Tires

READ THIS! The book has 32 big pages—9½x13 inches. Printed on heavy coated stock. In colors It is a book that would cost you money elsewhere. Write today reserving a copy. Also ask for the attractive sales proposition on Goodyear-Akron Bicycle Tires. It will surely interest you. Say what line of business you are in.

THE GOODYEAR TIRE & RUBBER CO.
Dept. 228 —Akron, Ohio
Makers of Goodyear No-Rim-Cut Automobile Tires (1930)

1915 Harley-Davidson

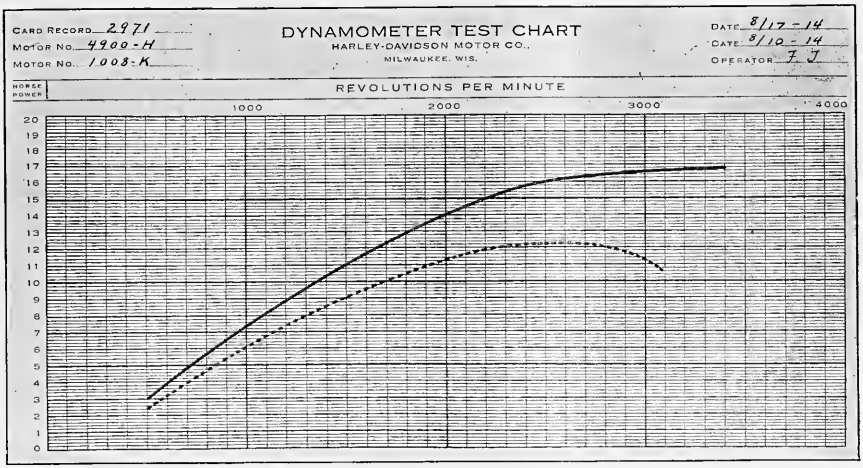


11 Horsepower Guaranteed
16 7/10 Horsepower Developed

Harley-Davidson Motor Co.,

Producers of High Grade Moto

High Duty Twin Motor



The Solid Line Shows Power Curve of 1915 Harley-Davidson High Duty Twin Motor
Dotted Line Shows Curve of 1914 Harley-Davidson Twin Motor

Every one of the 29 changes and refinements incorporated in the 1915 Harley-Davidson twin motor has helped to increase the reliability and life of the motor.

Its remarkable speed and power have not been obtained through the sacrifice of reliability or service by means of abnormally lightened parts.

As a result of exhaustive tests by the Experimental Department, the Harley-Davidson engineers have expressed the belief that the life and service of the 1915 Harley-Davidson motor have been increased from 50% to 100% over any previous Harley-Davidson motor. On the face of it this is a pretty strong statement, but we will put it up to the 1915 motor to back it up.

1915 Catalog will be Mailed on Request

Milwaukee, Wis., U. S. A.

cles for Nearly Fourteen Years

The two great enemies to accuracy overcome by the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

TEMPERATURE

Scientific tests have proved the centrifugal principle to be unaffected by heat and cold, as well as by altitude or electrical influences. The Corbin-Brown is constructed on the centrifugal principle. In any temperature, at any altitude, in the presence of any electrical influence its record remains absolutely accurate.

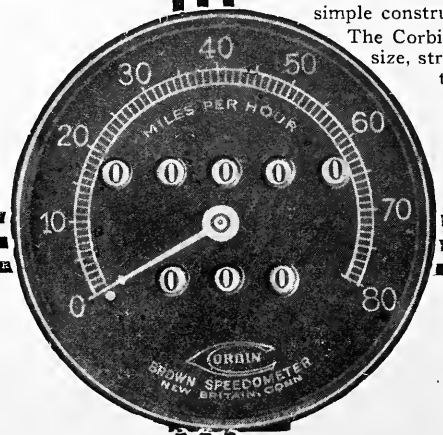
FRICTION

Friction rapidly wears and deteriorates the complicated mechanism of the average speedometer and eventually causes the mechanism to become incapable of accurately recording speed and mileage.

The Corbin-Brown Speedometer is practically free from friction because of its extremely simple construction.

The Corbin-Brown's reputation for durability has been achieved through the size, strength and fewness of its parts, the accuracy of its workmanship, and the quality of its material.

The strength of the Corbin-Brown's flexible, friction-free shafting, the legibility of its dial, and fairness of its 12 months' guarantee are other features worthy of the attention of all motorcyclists who desire a speedometer of maximum service.



Investigate today. Specify the Corbin-Brown for 1915. Order one for your present motorcycle. CATALOG ON REQUEST

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The Bicycling World and Motorcycle Review
Founded 1877

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The Week's News : : at a Glance : :

J. A. Hall Plans Metropolitan Association
New York Show Attracts Many Exhibitors
F. A. M. Shows Membership Gain
Peoria Wants F. A. M. Assembly
Goullet and Hill Win Boston Race
Racing News
With the Dealers

SPECIAL FEATURES

Building Up a Successful Business
Adventures of John Prospect
Details of the Rogers Sidecar
Harley-Davidson Plant Still Increasing
The Dixie Magneto

Now for the New York Show

Motorcycle Section of Automobile Exhibit Will be More Complete Than Ever Before — Show Opens January Second.

Never before in the history of the motor industry has there been such a demand for space at the annual national automobile show at the Grand Central Palace, New York city. The show is not to open until January 2nd, but already the exhibition space of four floors has been requisitioned.

Ninety-one makers of complete cars are on the list, and it is said that they will take up a part of the fourth floor which hitherto has been allotted to the accessory exhibits alone. This will make the accessory exhibits smaller for this year, if other space cannot be found for them.

Manager Miles is considering ways of making the Grand Central Palace, beautiful enough in itself, more beautiful in its interior. He will announce his plans later.

Besides the 100-odd exhibitors of accessories, 14 motorcycle manufacturers will be represented at this gigantic show A list of those who have already signified their intention of exhibiting the second day of the new year follows:

Excelsior Motor Mfg. & Supply Co.; Henderson Motorcycle Co.; Harley-Davidson Motor Co.; Motor Products Co.; the Consolidated Mfg. Co.; the Pope Mfg. Co.; Emblem Mfg. Co.; Hendee Mfg. Co.; Miami Cycle & Mfg. Co.; Schickel Motor Co.; Davis Sewing Machine Co.; Reading-Standard Co.; Aurora Automatic Machinery Co.; Gerhart Motorcycle Co. The last named is a newcomer in the ranks.

The following among the many accessory exhibitors will show goods of interest to the motorcycle men. In the tastefully arranged booths will be found all the many and varied implements, fixtures and novelties which add so greatly to the comfort and efficiency of the power-driven single-tracker:

Adams & Co., Henry T.; American Bronze Co.; Asch & Co.; Automobile Supply Mfg. Co.; B. & L. Auto Lamp Co.; Badger Brass Mfg. Co.; Benford Mfg. Co.; Bosch Magneto Co.; Braender Rubber & Tire Co.; Byrne, Kingston & Co.; Champion Spark Plug Co.; Coes

(Continued on page 18)

OCTOBER SEES MANY NEW F. A. M. MEMBERS

Figures for 1913 Excelled by Past Month—Ohio Cedes Honor of Banner State to Empire State With Total of 112 Members

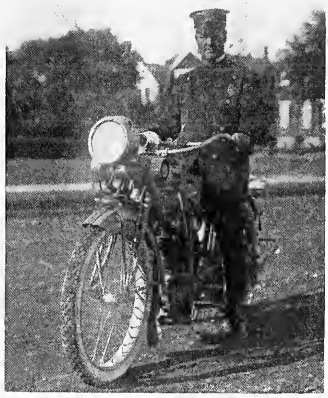
The membership record of the F. A. M. for the month of October last year is beaten by the statistics of the past month, with the exception of a slight loss in affiliated members, which is easily compensated by the increase in unaffiliated members and renewals. Last year the total membership showed 449, of which 151 were affiliated, 110 unaffiliated and 188 renewals; in October, 1914, the record discloses 146 affiliated, 172 unaffiliated and 285 renewals. There is, therefore, a falling off of five affiliated and an increase of 52 and 97 respectively in the last two columns.

The honor of being the banner state passes this year from the State of Ohio to the Empire State, New York having 112 members, of which 42 are renewals. But the largest number of renewals is claimed by Ohio, which boasts 52 and has a representation of 64 in the association, thus holding third place. Illinois ranks second in total membership, this being 74, of which 26 are renewals. Southern Texas has sprung into prominence with an F. A. M. following of 40, while Pennsylvania comes in for its share of the laurels by taking fourth place with 41 members. The number of the last card issued was 30,071.

As reported by Secretary Gibson, the figures in detail for the previous month are as follows:

State.	Affiliated.	Unaffiliated.	Renewals.
New Hampshire ..	0	1	1
Vermont	0	1	1
Massachusetts	2	8	11
Rhode Island.....	0	1	3
Connecticut	1	3	6
New York.....	51	19	42
New Jersey.....	6	7	7
Pennsylvania	9	10	22
Maryland	3	0	2
Virginia	1	1	2
West Virginia.....	1	0	1
Dist. of Columbia.	0	1	1
North Carolina....	0	1	0
South Carolina....	0	3	0
Tennessee	3	1	2
Georgia	0	1	2
Florida	0	0	2
Alabama	0	1	0
Louisiana	1	0	2
Northern Texas...	0	1	3
Southern Texas...	20	8	12
Kentucky	0	3	0
Oklahoma	0	7	1
Ohio	1	11	52
Indiana	1	5	13
Illinois	21	27	26
Missouri	2	1	12
Wisconsin	0	12	10
Michigan	0	10	5
Minnesota	0	1	2
North Dakota.....	0	1	0
South Dakota.....	2	0	3
Nebraska	1	3	6
Kansas	5	9	10
Iowa	0	0	4
California	0	5	4
Colorado	0	2	7
New Mexico	0	0	1
Arizona	8	1	2
Montana	0	4	2
Oregon	2	1	1
Washington	0	1	2
	146	172	285

Recently the Empire Motorcycle Club, of which F. J. Sterzer, 2770 North Lincoln street, Chicago, Ill., is secretary, has become affiliated with the F. A. M. and has received the number 496. All of the members, 15 in number, have joined.



Officer Truex, of Asbury Park

Indians Following the Hunt

There is blood on the moon these nights in the hunting grounds of the Great Wigwam, and each morn parties of braves come in from the wilderness with their luggage carriers and game bags loaded with coons, squirrels, partridges, quail, rabbits and even wild cats, as offerings to the Great Sachem, for the big feast of the Indian Outing Club at the famous Highland Tepee, Saturday night, November 14th.

That the aim of the modern Indians is as deadly as that of their ancestors the picture on the top of page 7 will certainly prove. On the left is Charles Spencer, in the sidecar is Charles Dundin, and driving, Howard O'Brien.

This bag of game, always welcome trophies, were potted in a week-end powderfest in the foothills of the Berkshire mountains.

PEORIA MAKES STRONG BID FOR CONVENTION

Splendid Race Track, Large Coliseum, and Commodious Club House Urged by Peoria Business Men as Claims for F. A. M. Meet for 1915

If effort and energy count in bringing a convention to a city, then it seems as though Peoria, Ill., stands a good chance of finding itself host to the 1915 meet of the F. A. M. That city is not daunted by its failure to secure this year's gathering of motorcyclists, which it attributes to the error of a Peorian, but seems to be spurred on, more than ever, to seize the long cherished honor.

The local association has started the ball rolling in dead earnest and has already communicated with the officials of the national association. The convention bureau of the Chamber of Commerce, composed of Peoria's prominent business men, is cooperating with the motorcyclists of that city and will see, it is said, that the delegates will be royally entertained should the 1915 convention be held there.

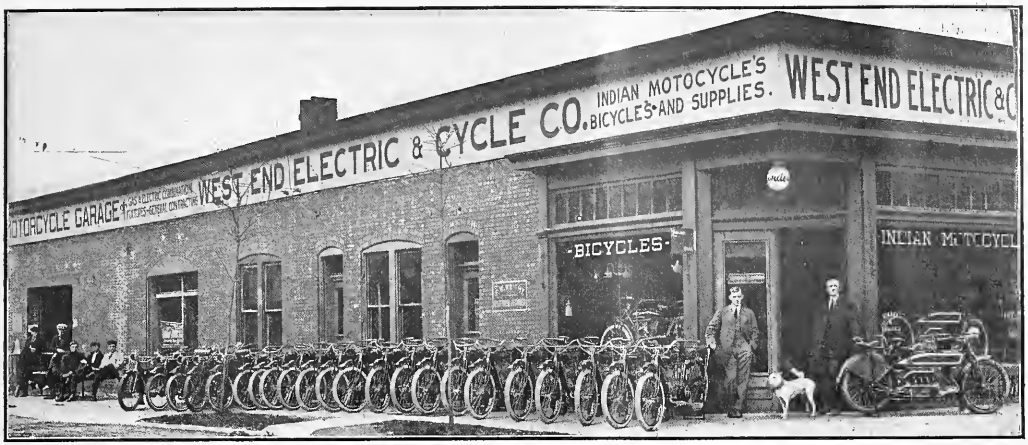
Peoria claims possession to the best race track in the country, which would be ideal for staging the races. There is also the large Coliseum building, where the various sessions and exhibits could be held.

About two hundred energetic riders make up the membership of the local club, it being separated from the other motoring organizations. On the edge of a high bluff they have a splendid club house, which is handsomely appointed in the style of a metropolitan club and has a pool and billiard room and other features for the amusement of its members and guests.

Two New Repair Shops Registered

Two new repair-shops have registered with the F. A. M. The first is Lain's Bicycle & Motorcycle Shop, located in Burlington, Vt., and which has received number 1096. Re-issue 928 has been given to Boyd's Garage, in Phillipsburg, Kan., of which J. A. Boyd is the proprietor.

It has been announced by Chairman Donovan of the F. A. M. that the period of suspension of Leslie Allen, of Odell, Ill., has terminated and Allen is now happily in good standing again in the organization. Because of his assurance of good behaviour, Allen's fine of $25 has been remanded.



Home of the West End Electric & Cycle Co., Harrisburg, Pa., bought and paid for with six years' profits

What Six Years Did to an Alley Shack

How Brains, Pluck and Energy Mixed With Honesty Made a Success From a Small Start—The Business History of a Motorcycle Concern With the "Right" Sideline and Methods

There's a little old axiom, or proverb, or something, which says, in effect, that opportunity knocks at every man's door just once, and if he knows enough to respond he travels over the road to prosperity and lives happily ever afterward—or something like that. Very well, rather than argue, we'll admit it's all true, but at the same time there's reason for wondering a bit about it. Does "opportunity" mean that you're offered a chance to get something for nothing and if you take advantage of the offer you're "in right," as our expressive slang puts it? Possibly that's it, but this theory of getting something for nothing is believed mainly by the element of good citizens who sooner or later, through trying to get something for nothing, form an interesting group. They are a source of constant, delightful study for psychologists who later develop into reformers and show their activity in trying to better the physical surroundings of the aforementioned group when they inhabit penal institutions and are known as the "criminal class." Venturing a guess, about 90 per cent of the convicts are the "something for nothing" crowd, and when you stop to analyze it, they pay a lot for very little.

But there is such a thing as making an opportunity; making it, taking it and getting away with it. To be sure you've got to pay for it, but you don't have to pay half or a quarter of what it's worth, and if you have brains and energy in about equal proportions and season the mixture with good old-fashioned honesty, you get a livelihood while you're young and at the same time are laying up the capital which permits of a wider activity in later years and eventually will put you in a position where you can retire from active endeavor and live out your declining years on an income sufficient to keep you and yours in sickness and in health until you cross the great divide and join the silent majority in the land beyond. All of which is a mighty comforting thought—and perfectly true.

How They Chased Opportunity

Now, speaking of opportunity—there are all kinds of opportunities. Some men are fitted for one, other men for another. The main essential is to pick out something for which you are fitted or for which you can fit yourself, and go at it. Not easily or experimentally, but go at it hard. Hustle and take a chance. Take a half dozen chances if necessary, but work; work all the time until you establish yourself and then work for the future. It isn't half as hard as it seems and it's well worth while. A case in point can be found in the careers of a couple of chaps in Harrisburg, Pa. They started to work—real work—about six years ago. They're working yet and working hard, but already the present is taking care of itself and they're working now for the future—and making good. However, let's start that tale where it begins.

About six years ago George F. Hewitt and A. E. Gettys organized in the capital city in Pennsylvania the West End Electric & Cycle Co. Get that! Electric and cycle. They were so little fixed with this world's goods that in summing up their assets they used two lines on a sheet of paper to record their all—they had brains, pluck energy and honesty. If they'd had money they wouldn't have needed anything more, but filthy lucre was the one thing they didn't have, and yet the lack of it wasn't a serious handicap to them nor will it be to anyone else who possesses the rest of the qualities recorded above.

The company started its business career in a shed in a narrow alley, the latter leading out to a street in the residential part of the city. The shed was a two-story frame structure, built principally out of second-hand lumber—about

half a block from the location of the present establishment of this concern.

The rent for the place is a joke—the amount of it—that is. It's a joke now, but in the beginning it was a mighty serious sort of a stone wall that was as hard to get over as it is to convince a justice of the peace the cop is lying when he testifies you were hitting it at forty-seven miles per when he pinched you. The rent was really a mighty small sum, but in those times it seemed like a mountain every thirty days. The first bill presented to the company for goods delivered to it amounted to thirty-nine dollars, and the members of the concern wondered where and how they were going to be able to pay it. That will give you an idea of what they started with. Now, jumping to the end of this story for a minute before going on with it, not long ago the partners refused ten thousand dollars for the corner lot and building where they now conduct their business, which premises they own, free and clear, no mortgage nor anything on it. That's the tale of six years' endeavor, backed by brains, grit and honesty. Does it pay, or would you rather take a chance on the something for nothing proposition?

A Business-like Manager Is Here

Having heard about the concern, I called on it a short time ago for the purpose of learning how and why it was doing so well. Two reasons for its success were discovered almost at once, both partners were out, getting or doing business; that's one, the other was that their interests were being looked after by a capable manager. Anybody could tell he was capable by talking to him a few minutes. The manager's name is H. Z. Ross.

Introducing myself, I told the reason for the visit and opened proceedings by the time-honored query about business. "Business is all right," replied Ross. "This year we did not do as well as we expected or hoped, but we did as well as we did last year, which is better than we would have expected if we had known what to expect."

Just at this point, gentle reader, you'd better read that last sentence over carefully and think about it a little bit if you want to get the meaning. It's all right but it reads a little queer at first sight. It's about what Ross said and it had me guessing, so I asked him to explain.

"We've had a lot of local labor trouble," he answered, "that we couldn't foresee, and if we had expected it we would not have expected to do as much business as we have done. Some of the employes of the Pennsylvania Railroad have been indulging in a protracted strike and it has upset trade conditions rather extensively. Under these circumstances to have held our own is mighty encouraging and makes us very optimistic of the future."

"What is the business of the company?" I asked, as my inspection disclosed a glittering collection of electric chandeliers hanging from the ceiling, show cases filled with electric goods, cycling accessories, while another part of the room contained several used motorcycles.

Two Lines Fit in Perfectly

"We are dealers in Indian motorcycles, Miami bicycles, cycle accessories and cycling clothes. We also are electrical contractors and deal in electric supplies."

"Do the two lines fit in well?"

"Perfectly. You see, in a small city in this climate there is a portion of the year when there is nothing to be done with the cycling end of it excepting to round up prospects and get them ready to buy when the season starts in the spring. That, however, doesn't bring in much income during the winter months. The electrical end of our interests is an all year business. We wire whenever they are building and sell equipment all the year round. Chandeliers and other fittings are always in demand and there is a constant income from this branch.

"As to the two fitting in, nothing could be better. Both require the services of mechanics and the machinery we use on cycling repairs is of service in making repairs on electrical goods. It's an ideal combination. Like every other line, a man must know his business, know how to estimate and make a reputation for efficient, conscientious work. Once get that reputation and—well," he exclaimed, interrupting himself, "get the reputation in one branch and it will follow in the other."

Sharp Practice Loses Money

"You maintain, then," I said, having in mind another dealer who once said that good will was not an asset in the motorcycle business, "you maintain that good will is desirable?"

"Not desirable, necessarily," he emphasized. "Without good will you have no future. Sharp practice and cunning may add a few dollars to the cash drawer today but you'll pay them out the day after tomorrow and others will not fill up the void. Never mind the question of principle, just common policy demands that you must be on the level. There's no other way to succeed. You might swindle transients for a while and get away with it, but you can't build up a steady patronage if there's a streak of yellow in your business methods."

"Is it your idea that business methods should include generosity?"

"Not if you mean charity when you say generosity. We don't give charity. If a machine contains a defective part we replace it; that's business. If we do work on a machine we charge for our time; that's business, too. If we didn't charge it would be charity, and that's not business."

Ross is a very quiet spoken chap, he is careful of his use of English, he uses practically no slang. Never a cuss word came from his lips during our talk. He is neat in his appearance, dignified and yet is distinctly in the classification of "good fellow." He's "business," no doubt of that, but it's just the sort of business that inspires good will and confidence. The company can put his name down under the head of "assets' 'when it takes inventory.

"Tell me," I said, "what is the main source of income?"

"We about even up between the cycling and electrical branches. There has been a falling off in the volume of accessory business during the past year but it doesn't disturb us any. We know why and are seeking the remedy."

Sell on Deferred Payments

"How about your repair shop, does it make money?"

"Yes," he replied, "we could do quite a machine shop business if we went after it, but we don't want 'outside' work, we prefer to attend to our own work only."

"In that you, of course, include your motorcycle repairs?"

"Oh, yes; that comes under the head of 'our own work.' What I mean is that we don't want ordinary machine shop jobs."

"What do you do with motorcycles you take in trade in the matter of overhauling?"

"We don't take in any 'junk.' When a machine is offered, we try it out and then take it down and inspect its interior; after that we name the amount of the allowance We figure on putting the machine in fair running order, offering it for what it's worth and making some profit or, at least, breaking even on the transaction. We don't tell customers that a used machine is as good as a new one and then offer it at half the price of the new one. We tell him it is worth what we ask for it—and it is."

"How about instalments?"

"We sell on deferred payments. Our

invariable rule is one-half down and fifteen or twenty dollars a month, according to the income of the customer. We take a note for the balance due, discount it, and charge the customer six per cent, which is what it costs us to discount the note. The machine remains ours until paid for, and is security for the payment of the note.

Small Loss in Deferred Payments

"We sell on this plan only to purchasers who we know or about whom we can find out positively. We want references and we investigate them. In short, we take business precautions to protect oursyelves against loss."

"Do you insure the machine against theft, fire or accidents?"

"No. That's the one chance we take, and really that isn't a great risk because we are so careful to deal only with men who are honest that we find they will meet their payments even if they have lost the machines."

"Then you have no losses?"

"Yes, we do, not much but some. We charge it up to profit and loss, advertising, or merely as money spent for experience. That's a business chance that a progressive dealer has to take. He must expect some of his best planned precautions to be of no avail. Our percentage of loss is very little."

"Is the interest in motorcycling in Harrisburg increasing, decreasing or holding its own?"

"It is increasing. We do all we can to cause it to increase. We are interested in the local club, we take an interest in runs, road or track races. We foster these events and are interested in the business, sport and efficiency of motorcycling."

"Whaddye mean, 'efficiency of motorcycles'?"

"Get Together" Talks With Riders

"Just this. Sometimes a rider or a group of them will find fault with something about the design of a part of a motorcycle. We mix up in a general discussion and if we think he's right we take it up with the factory. I don't want to appear boastful yet I take pride in the knowledge that some of the improvements on the 1915 Indians were suggested by us as a result of these conferences with local enthusiasts. And let me tell you that it speaks mighty well for the factory, and shows how keen they are there to turn out the best possible machines, when they consider the suggestions of the riders and adopt the suggestions if they are good.

"That is one of the things which tend to make the sale of Indians easy and it, too, is one of the things which makes the Indian dealers loyal to the big chief's tepee."

"One more question," I said, as I prepared to leave, "do you believe in publicity?"

"We do," came the instant response. "I try to get our local papers to print motorcycle news; sometimes they will, sometimes not. We hope, however, to educate the editors to the fact that there are about 800 motorcyclists in this city and vicinity, and they represent a buying power which is worth appealing to. Some day the papers will come to a more general appreciation of this fact."

Six years ago the West End Electric & Cycle Co. wondered how it was going to pay a bill of thirty-nine dollars—not long since it refused ten thousand dollars for its real estate. There's a reason. Also, there are similar opportunities. There's a mighty fine suggestion in the story of the company's career. It is worth thinking about.

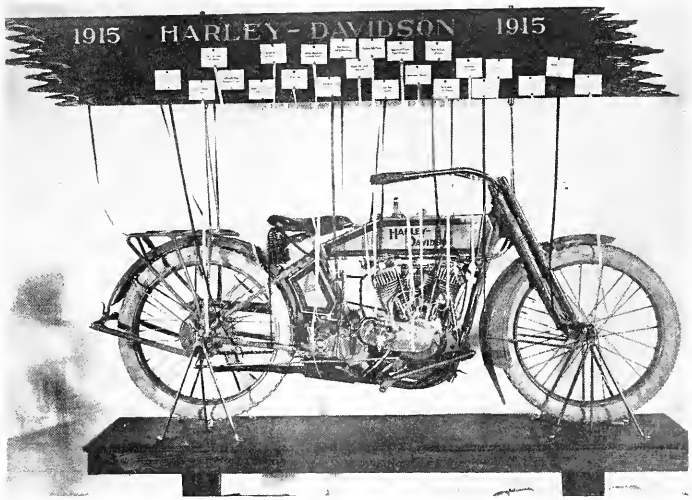
Cards and Ribbons Explain Parts

Greater impetus has been given to use of cards and ribbons in indicating the parts of motorcycles by Harley-Davidson when in their booths at Chicago were displayed two machines, the parts of which were marked on cards from which ribbons ran to the particular section of the machine in question. The two accompanying illustrations will show just how these machines looked in the booths and will further suggest the availability of this display in show windows.

"With the increased popularity of motorcycles and the tremendous impetus given the business in the last ten years, the business in used motorcycles is assuming proportions that demand the careful and constant consideration of the live dealer," says G. H. Westing, local distributer of Indian motorcycles. "He is naturally striving for a quantity output, and the chance of disposing of used motorcycles that he takes in on trade.

"While some few dealers refuse to take in used machines, these are exceptions, and from our experience it would be absolutely impossible to dispose of new Indians unless we successfully handled the second-hand motorcycle business. Some dealers maintain that it is advantageous to take them in at as low a figure as possible, do what is necessary to put them in running order and get out of them what you can, whether you profit or lose on the transaction.

"A man buying a used motorcycle, one that has not been rebuilt, naturally expects it to be in first-class order, and if it is not in this shape he is a source of constant annoyance, and, to the discredit of the dealer, his claims are entirely just. From our experience, gained through ten years of handling Indian motorcycles, we have found it advisable to completely overhaul and rebuild every Indian motorcycle traded in to us. We gain three objects in this method, first, our customer gets a new machine, at about half cost, and is satisfied and becomes a booster. Second, our repair men do more efficient work. Third, we have sold a used machine, thereby making room for the disposal of another new machine."



System of cards and ribbons describing the parts of a Harley-Davidson

GOULLET LEADS IN BOSTON FEATURE

Takes Mile Sprint in Easy Fashion—McNamara Accounts for Five-Mile Event—Large Crowd Attends Opening of Six-Day Season

Boston's annual six-day cycle racing season was ushered in with pomp on Saturday night, 31st ult. Governor David I. Walsh was one of the large crowd that gathered, and when he was called upon for a speech he said that it was the first bicycle race that he had ever attended indoors.

Alfred Goullet, the Australian, won the feature sprint event when he defeated Reggie McNamara, his countryman; Eddie Root, the six-day favorite, and Iver Lawson, ex-world's champion, in a four-cornered match, and he turned the trick in straight heats. George Wiley, the Syracusan, accounted for the final of the motor-paced race by leading Clarence Carman over the tape.

In the professional pursuit race Peter Drobach, the South Boston cyclist, had a chance to show his townsmen how easy it was to defeat Jimmy Moran, Lloyd Thomas and Martin Ryan, by taking the event in a little over a mile. Lloyd Thomas finished second.

Reggie McNamara spilled the beans, so to speak, in the five-mile open for the professionals, Jimmy Moran aiding materially in the spilling. After his win in the match race Goullet was looked upon as the winner of the race, but McNamara, aided by Jimmy, managed to hold his speedy countryman off. Summary:

One-mile match, professional—First heat won by A. Goullet; second, R. McNamara; third, I. Lawson. Time, 2:26. Second heat won by Goullet; second, McNamara; third, Root. Time, 2:05⅖. Third heat won by Goullet; second, McNamara; third, Lawson. Time, 2:11⅕.

Paced race, professional — First heat, five miles, won by C. Carman; second, P. Lawrence. Time, 8:13⅗. Second heat, five miles, won by G. Wiley; second, B. Walthour. Time, 8:07⅖. Final heat, ten miles, won by G. Wiley; second, C. Carman. Time, 16:14⅖.

Five-mile open, professional—Won by R. McNamara; second, A. Goullet; third, F. Hill. Time, 10:10⅖. Lap prize winner, N. Hansen, 15 laps; second, J. Kopsky, 13 laps.

Pursuit race, professional—Won by P. Drobach; second, L. Thomas; third, J. Moran. Distance, 1 mile 1½ laps. Time, 2:05⅕.

Kleykamp Heads Missouri Cycling Club

At the annual meeting of the Missouri Cycling Club, held last week at Rock Spring Turner Hall, A. E. Kleykamp was elected to serve as president of the organization during the ensuing year. The other officers elected were: C. C. Smith, vice-president, and L. W. Brown, secretary and treasurer. E. S. Brown was re-elected road captain and appointed Wm. J. Roberts to serve as his assistant.

Road Captain E. S. Brown reported that during the 1914 riding season which ended with last Sunday's run to Ellisville, Mo., the club had staged 26 runs. Wm. J. Roberts carried off first honors for run attendance during this period with a total of 22 runs to his credit. A. W. Gilhen and L. W. Brown were tied for second place, each having been present on 21 runs.

Denny to Represent Buffalo

Peace has at last been declared in Buffalo racing circles over the appointment of a representative of the National Cycling Association in that city. The appointment was sought for by a number of Buffalonians for the past six months and the job has been given to Frank H. Denny, an old amateur rider. The past incumbent of the office, Louis Debo, caused too much dissention in the ranks of the riders as well as the two regiments that promote practically all of the racing that is furnished the fans in Buffalo, so he was ousted and the N. C. A., not wishing to be hasty, took their time about appointing anyone for the place, but finally decided on Denny.

Kennedy Captures "Cork Day" Race

The annual election day "Cork Race" of the Empire City Wheelmen, Inc., of Brooklyn, was run over the Shore Road, covering the long course, and resulted in a win for Tom Kennedy. Becht, Rom and Gaffney finished in order named. The race was fast from start to finish, but did not seem so for Joe Fogler, the Brooklyn crack, who is in training for the coming six-day race, as he left the bunch very early and took to his old tactics of automobile pace and went on alone with the machine.

Cohoes Club Members Are Active

Numbers of the members of the Cohoes Motorcycle Club, of Cohoes, N. Y., attended their first smoker on October 27th. They point proudly to the fact that the club is gaining in membership. They have arranged for a dance and supper at one of the country hotels in the near future, at which every one will have a good time.

WAR DEPLETES RANKS OF FAMOUS CYCLISTS

Rutt in Hospital With Catarrh of the Lungs, Porte and Schubert Reported Shot as Spies—Didier Another Name on the Death List

Oscar Schwab, the Brooklyn rider who has been competing in the European cycle races for the past three years, has written to Floyd MacFarland, the manager of the Cycle Racing Association, a descriptive account of the welfare of the European cyclists now engaged in the war.

According to Schwab's letter, Walter Rutt, the German world's champion cyclist who left here in September to fight for his country, has been attacked with catarrh of the lungs and is at the present time in a Berlin hospital, where he was ordered by the military authorities after his case had become dangerous.

Other Germans have been more fortunate in their military operations. Herman Packebusch, who was here in 1913, and who rode in the New York six-day race with Appelhans, a countryman, the same year, has been decorated with the iron cross for meritorious work in connection with the taking of Antwerp. Ingold, a German pace follower, has had a like honor bestowed upon him for his clever aviation work. Fritz Ryser, at one time champion paced rider of the world, was in Russian Poland along with his pacemakers, Porte and Schubert, and the trio were taken prisoners by the Russians. Ryser, by having Swiss papers, managed to escape, but Schwab states that both Porte and Schubert were shot as spies.

The French soldiers from the ranks of the cyclists have seemingly been unfortunate in either being captured, wounded or killed. Leon Hourlier, the sprinter; Maurice Brocco, of six-day fame; Louis Trousellier, a road rider; Marcel Berthet, former record holder for the hour unpaced, and Lievennois, a paced rider, have all been captured by the Germans. Berthet has been interned at Cologne, Hourlier in Berlin and the others at Magdeberg.

Jackson To Represent Lima Club

The Motorcycle Club of Lima, O., announces the appointment of a local attorney.

Emmet Jackson is the local attorney in question and duly received his authority from Johnson, chairman of the Legal Action Committee of the F. A. M.

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NEW YORK, NOVEMBER 10, 1914

AFTER THE SCALP OF THE "DEAD BEAT"

Garagemen of Illinois are introducing in the legislature a bill protecting themselves against debtors, which, if passed, will be for the motorcycle dealer one of the most salutary statutes in the state. It provides that garage keepers, by which term is meant persons who, for hire or reward store, maintain, keep and repair automobiles, motorcycles or other motor propelled vehicles, shall have a lien upon all such vehicles handled by them for the proper charges due them whether for repairing, storage or various supplies.

If this bill meets with the favor of the law-makers, a big loss which is each year shouldered by dealers through the delinquence of "dead beats" will certainly be materially reduced. Protection of this kind should be provided in every state where it is not now given. Motorcycle dealers should cooperate with those engaged in allied trades in urging their own legislators to make similar statutes.

Every possible loop hole through which defaulters may try to creep has been effectively cut off by the Illinois bill. Thus the person in possession of a motorcycle which has not been registered with the secretary of state shall be considered the owner and held liable for charges, and no prior owner shall be relieved of liability until he shall have notified the secretary of the sale of his machine and removed the number plate. These safeguards will make it difficult for delinquents to avoid payments and should be incorporated in bills drawn up by motorcycle dealers.

It is to be hoped that the Illinois Lien Law Bill will soon be a realization and that the wisdom shown by its enactment will be emulated by other states. It is a just measure and will undoubtedly meet even with the approval of fair-minded motorists.

STOP SPREADING DISCONTENT!

While merchants are trying to assume an optimistic attitude toward the future of business, feeling that only in that way they can expect to create the right atmosphere in their stores which will effect a healthy enthusiasm and stimulate sales, a number of traveling men have been perniciously active in spreading reports of business depression. These disseminators of gloom, in wrongly interpreting purely local conditions, are injuring not only the trade but also themselves. Once succeed in getting a man to believe that the auctioneer will soon come to hang the red flag before his store, and his very dejection will scare away prospects.

At the show in Chicago, where dealers came from almost the four corners of the earth, they spoke of the good business outlook and many reported favorably on last year's sales. Business conditions generally are becoming better, according to the opinions of those who are in a position to know. To assume a cheerful attitude is, therefore, very essential, and to the prattling of chronic pessimists there should be turned a deaf ear.

SPRUCING UP FOR THE PROSPECT

Personal calls on prospects will be the winter "pastime" for many energetic dealers, while their mechanics are busily engaged in the shops overhauling used machines. The dealer will want to bring before his possible buyers the good news that the latest models can soon be purchased and he will try to relate in an effective manner the many splendid improvements which they incorporate. He may, however, be so absorbed in the motorcycle itself that he will give little attention to what impression he, as an individual, is going to create.

Neat appearance, happy smile and warm handshake may seem trivial things. If they are, then many a big deal has been put through largely because of trivialities. A dealer's ability as a salesman will depend upon his power to convince prospects—to make the other fellow believe that every word you are saying is the absolute truth. Your talking points may be ever so good, but if you don't make use of your personality through the use of such mediums as mentioned, it's going to be a hard proposition, in many instances, to hold the attention of and to convince your possible buyers. Don't let your personality lie dormant. Give it a fair chance to express itself.

Goullet-Hill Team Wins Boston Race

Take First of the Season's Grinds With McNamara-Moran and Lawson-Drobach Finishing Respectively in Second and Third Places—No Serious Accidents Mar the Event

Alf. Goullet, the blond Australian, and Fred Hill, won the sixty-hour, six-day race at the Boston Arena track on the night of November 7, breaking the previous track record by 24 miles. Reggie McNamara and Jimmy Moran, and Iver Lawson and Peter Drobach crossed the tape in second and third places, respectively.

Alfred Goullet, Australia

The system of "premiums" was again in force, and spectators could have sprints, long or short, to order by offering a reward ranging from $20 to $200. This produced frequent dashes on the part of the riders for the extra money, and consequent excitement. The Berlin system ruled the finish, the winners being decided by points earned in the last hour's riding. The field was a fast one, and clever riding marked every hour of the daily grind, helped by the fact that the track architecture was good, especially in the turns, which made sprints easy to start and easy to maintain. Better than all else was the freedom from accidents. During the entire race the only serious injury to a rider was when "Grassy" Ryan's tire blew on the final day at the start of a jam, and the Newark lad toppled from his wheel bringing Goullet and Moran and others down with him. Moran was hurt about the head and it was half an hour before he could resume riding. This record is remarkable in view of the bad spill which marred the final sprint of the same race a year ago.

Eleven riders faced the starter at the Arena track, Boston, at 4 P. M., November 2nd, in the first six-day race of the season. At the last moment it was announced that George Cameron was to replace George Wiley in the Wiley-Carman combination.

The proceedings were enlivened from the start when a prize was offered to the man leading at the end of the first hour. Reggie McNamara accounted for this early bonus and the bunch went along at a pace of 24 miles an hour. Alfred Grenda, the Australian sprinter, was at the track and offered a special prize for the leader of the most laps for two miles. Kopsky grabbed this money. In fact, Joe was right there all the time. At 9:30 he started the first jam, which lasted for 12 minutes, the teams remaining in the same position at the end.

This same rider started the sprint at 11:25 which caused the Rudi-Russe and Madonna and Piercy and Logan combinations each to lose a lap. Excitement was high when Hansen, who is Kopsky's partner, fell and halted hostilities. At 2 A. M., when the first halt was called, the teams were 7 miles and 4 laps ahead of the best previous local record.

The fast pace that marked the start of the riding began to tell on the younger men during the second day's racing. The tactics of Kopsky and Hansen, who were the trouble makers of the grind, were resented by the others, who tried to discourage them by riding high. But it was owing chiefly to their sprinting tactics that such a formidable mileage was rolled up in the early periods.

An election night crowd thronging the arena stimulated the riders, and just before 7 o'clock McNamara accounted for the first premium of the day for a ten-lap sprint. The husky Australian and Jimmy Moran, his partner, made great efforts to grab a lap from the bunch. Moran came very near catching his rivals unprepared and might have opened up a big lead but for Goullet, who relieved Hill. Although Moran and McNamara relieved each other a dozen times they found it impossible to get away.

Shortly after 10 o'clock Goullet and Hill took up the battle for a lap, and their effort, although fruitless, resulted in the best sprint of the second period.

	Miles	Laps
McNamara and Moran	473	6
Walthour and Root	473	6

Fred Hill, Boston

Lawrence and Magin	473	6
Hansen and Kopsky	473	6
Goullet and Hill	473	6
Anderson and Mitten	473	6
Lawson and Drobach	473	6
Carman and Cameron	473	6
Logan and Piercy	473	5
Rudi-Russe and Madonna ...	473	4

The fellow who comes to the six-day grind in the hope of seeing a lot of falls and consequent injuries to the riders in the way of fractures and broken bones was certainly disappointed in this race.

For the first few hours the ride was a tame affair, but the spectators were treated in the evening to the most sensational sprint ever seen on a Boston track. At 9 o'clock Goullet won a special award for a mile sprint, while McNamara earned a lap prize offered by the Gow Auto Co., a local concern.

At 9:35 McNamara started the big jam. For 32 minutes the riders were on the jump. Rapid changes of partners

were in order, and it was a tired set of riders when the sprint ended and they settled down to the grind again. The effort netted the Goullet-Hill, the Lawson-Drobach and the Moran-McNamara combinations a lap each, and set Madonna with Rudi-Russe back one lap and Piercy with Logan two laps. The latter team was now 6 laps behind the leaders and in bad shape. Notwithstanding the strain of the big jam the riders who were not in the lead made every effort to regain their lost ground. Anderson got away for a big lead but was brought back by the leaders, who were working together. Kopsky and Hansen later started more fireworks, but found that they could not shake the bunch.

When the riders dismounted they were nearly 14 miles ahead of the record for the Boston track. The score at the end of the third day's riding:

	Miles	Laps
Goullet and Hill	703	0
Lawson and Drobach	703	0
Moran and McNamara	703	0
Lawrence and Magin	702	9
Carman and Cameron	702	9
Kopsky and Hansen	702	9
Root and Walthour	702	9
Anderson and Mitten	702	9
Ryan and Thomas	702	9
Rudi-Russe and Madonna	702	5
Logan and Piercy	702	4

Ahead of the record, and gaining every hour, the pedal pushers kept up the fast pace during the fourth day's racing. The period was featured by the attempts of the tail-end teams to make up some of the lost ground, and in this the Piercy-Logan combination sprang a surprise when they picked up four laps in the course of the proceedings. Logan showed the best form that he has exhibited during the race. At one time Madonna was trailing the field when Logan started a sprint; expecting the leaders to curb Logan's pace, he was fooled, and before he recovered himself Piercy, who relieved his partner, had gained the lap.

The score at the end of the fourth day:

	Miles	Laps
Goullet and Hill	931	8
Lawson and Drobach	931	8
McNamara and Moran	931	8
Walthour and Rott	931	7
Lawrence and Magin	931	7
Kopsky and Hansen	931	7
Anderson and Mitten	931	7
Carmen and Cameron	931	7
Ryan and Thomas	931	7
Piercy and Logan	931	3
Rudi-Russe and Madonna	931	3

During the fifth day of the grind the leaders had their hands full repelling assaults from the rear. To be trailing in a ten hour a day race was not natural to stars like Eddie Root or Worth Mitten, and they made life miserable for the Goullet-Hill, Lawson-Drobach, and McNamara-Moran teams, which were compelled in self defense to ride from the front.

The biggest crowd that ever witnessed a six-day race was on hand, due to the Harvard-Princeton game next day, and the riders were convinced that it was Saturday instead of Friday. Frequent primes made entertainment continuous. Early in the race Fred Hill was presented with a gold watch by admirers from his home town, and this gift stirred Jimmy Moran to efforts to lap the fortunate rider. Jimmy started a sprint, in the midst of which the voice of the announcer heralded a silver cup for a sprint. McNamara, who has accounted for many of the premiums offered, relieved Jimmy, and won the sprint with the silver cup.

Walthour and Moran threw a scare into the Goullet-Hill and Lawson-Drobach combinations when they stole half a lap later in the race. The teams a lap behind appeared as allies of the two poachers, for it was some time before the Goullet-Hill and Lawson-Drobach teams could pierce their defense, which extended across the track. Finally they succeeded and defeated every other attempt at the lap.

The score at the end of the fifth day:

	Miles	Laps
Goullet-Hill	1162	5
Lawson-Drobach	1162	5
McNamara-Moran	1162	5
Lawrence-Magin	1162	4
Ryan-Thomas	1162	4
Carman-Cameron	1162	4
Root-Walthour	1162	4
Kopsky-Hansen	1162	4
Anderson-Mitten	1162	4
Logan-Piercy	1162	3
Russe-Madonna	1161	9

When the riders mounted for the last day's effort the three leaders still had their lap advantage, and in spite of every exertion on the part of the second division teams, led by "Reggie" McNamara, to make up the lost ground, they were unsuccessful. These sprints put Madonna and Russe further in the ruck.

The big doings started with the 20 lap sprints of the first division teams shortly after eight o'clock. The first was marred by Goullet's sliding down the track when he attempted to relieve his partner, and McNamara forged to the front, followed by Hill and Lawson in the order named.

Goullet redeemed himself in the second sprint. McNamara led at the fifteenth and Drôbach came up at the outside and at the eighteenth it looked as though Goullet was pocketed, but by a great ride around he took the pole and the sprint. Drobach took second from McNamara, who wearied.

The third dash was the prize of the evening. Badly back behind Root and held off by McNamara, Goullet put everything he had in the final dash and barely nosed Lawson out by a scant half wheel. Owing to his splendid "kick" Goullet took the fourth and fifth sprints and the big money for himself and his partner by an easy margin. The other riders could not touch him at this game.

At 9:30 the first division teams and the tail-enders left the track for the second division teams to fight it out. For the first fifteen laps the pace was slow, the riders sparring for position and feeling each other out. After the pistol at the 15th Grassy Ryan jumped out and held the lead to the 20th.

After fifteen more laps of loafing the riders again speeded up with Anderson forging to the front. He led the way home.

Again the same pleasure ride and then a hummer! Mitten jumped away clear for a length at the bell dash, when Ryan set sail after him and nosed him out. The fourth effort was another hummer, Cameron making a four-lap sprint and staving off the game attempt of Magin to beat him to the tape. In the final Root held the advantage until Ryan jumped to the fore and rode high at the turn. Into the gap thus made darted Mitten and forced his wheel over the line a few inches to the good. In the closing dash Thomas was never headed.

This gave Lawrence and Magin fourth place, Anderson and Mitten were fifth, Thomas and Ryan sixth, Carman and Cameron seventh, and Kopsky and Hansen eighth. Root and Walthour disappointed their admirers by finishing ninth. The veterans were saving themselves for the big doings at New York.

How they finished:

	Miles	Laps
1st—Goullet-Hill	1383	5
2d—Moran-McNamara	1383	5
3d—Drobach-Lawson	1383	5
4th—Magin-Lawrence	1383	4
5th—Mitten-Anderson	1383	4
6th—Ryan-Thomas	1383	4
7th—Carman-Cameron	1383	4
8th—Kopsky-Hansen	1383	4
9th—Walthour-Root	1383	4
10th—Piercy-Logan	1383	3
11th—Madonna-Rudi-Russe	1383	1

Beating last year's previous record of 1359 miles 5 laps.

Relating the Adventures of John Prospect

In Which He Finds a Live Dealer in a Strange City, and What He Learned From the Dealer About Trade, Together With Many Comments Which Were Made by Dr. Wise

The third of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler.

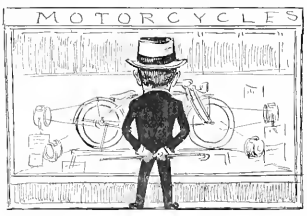
One evening late in November John Prospect found himself in a large city near Highville, which was his own burg. We shall call the city Rochester, probably because that was not its real name at all.

Now, as Prospect strolled along one of the brilliantly lighted thoroughfares of that metropolis after a good dinner at a restaurant where the lights were shaded and the steak was thick and juicy and served with mushrooms, a brightly illuminated window caught his eye. He stopped in front of it and observed that a motorcycle was framed in a number of searchlights, each one of which was directed upon some particular feature of the machine. One miniature searchlight illumined the spring fork in the frame, another pointed out the new kick starter, while still another showed the brake control positioned near one of the footboards. Near each spot indicated was placed a sign explaining the merits of the innovation.

The motorcycle bee was still humming around Prospect's bonnet so loudly that it would not let him rest until he had gone inside to give the machine the twice over.

John Receives Prompt Attention

A man, who appeared to be the dealer himself, broke off an earnest conversation with another fellow behind the counter where the accessories were exhibited, and came to greet the visitor.



A brilliantly illuminated window caught his eye

"Howdy," he said agreeably. "Pleasant evening, isn't it?"

"It is," answered Prospect. "That's a good-looking machine of yours in the window and those spot-lights are not half bad. Is that style of window dressing your own idea?"

"Not exactly. Sharp, one of our salesmen, suggested it and I worked it out the way it is now. You see, we figured that it didn't do much good to show our stuff in the window without directing the attention of the boys in the street to some particular point. If we don't give them something definite to look at they just stare at the nice new paint, or admire the cute little horn, unless, of course, they know motorcycles. But even if they do, new features are attractive. Now here is one of our 1915 models, and I can show you the improvements that make it finer than ever."

This Dealer Does Not "Knock"

Prospect turned to where a big twin was placed on its rest, ready for inspection.

"Hello!" he exclaimed, "that is an X-Z model. A friend of mine, Sharp, tried to make me buy one once."

"Sharp is our 'outside' salesman; he must have seen you on a tour of the surrounding district. What was your reason for not buying at that time?"

"He knocked his competitors so hard that he didn't have time to do any boosting on his own account."

The X-Z dealer looked sorrowful for the first time since his visitor entered the store.

"Knocking doesn't pay in the long run," he observed, "and it makes the other fellows get out their hatchets. There's nothing in the world makes the other dealer as sore as knocking. I always keep my muffler on that line of conversation—it's a liability, not an asset."

"Well, that's the way to look at it. But you have a large establishment here and it looks as if things were coming your way. You must make a lot out of your sales."

Nor Complain of Bad Times

"We do a lot of business, Mr.——"

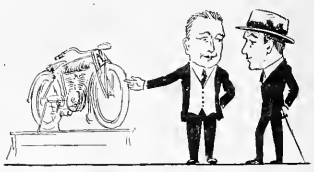
"Prospect."

"——Prospect, and it's not because we have it all ready for us, but partly because the X-Z machine is so good that given a fair chance it sells itself, and partly because we keep everlastingly at it."

"Don't you feel the effect of bad times and the war?"

"I have no sympathy with the bad times bug. If sales are not coming along as fast as usual I go out with Sharp and we hustle up the prospects and the near-prospects."

Prospect became interested in this live-looking dealer.



"And I can show you the improvements——"

"I suppose you do a lot of advertising?"

"Yes, of course. We keep an ad in two or three leading dailies because it pays us in more ways than one. We make friends with the newspaper crowd, and when there is a bit of news coming our way they see that we get it. Then we have our notice in the "Movies" screen and in the theater programs. Also we have a large number of signs posted up on all the roads leading into Rochester, because a great crowd of visitors come to the city daily, drawn by the good shopping facilities. Will you take a cigar?"

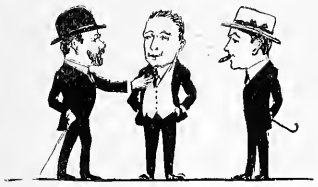
Keeps in Touch With Riders

Prospect smiled as he accepted one of the dealer's cigars and knew that it was a good one.

"It looks to me as though you were trying to spend money instead of make it," he commented. "Do you keep a large force on the pay-roll?"

"Well, three in the repair-shop, a bookkeeper, a salesman, Sharp and myself. Sharp and I do most of our work outside, although one or the other of us tries to be in the store when the other is away. Sharp has just returned from the Chicago show, which he says was a great little starter for the coming sea-

son. He ordered a complete new line of accessories from the factory two weeks ago, and we had an attractive list of them printed and sent around to all our riders in this city and the surrounding district. We keep track of



Dr. Wise explains a few particulars to John

them, of course, after selling a machine, and we find these little circulars, which cost us only a few dollars, will bring in twenty times their value in sales. You see, we do not handle any but the best grade accessories. The cheap ones—those made to sell, not to wear—are never satisfactory."

At this moment the door opened and in walked Dr. Wise, an old friend of Prospect's, who was noted for his investigations in the psychology of sales—or what he chose to call that. Dr. Wise may not have been an expert psychologist, but he had a lot of good, common sense tucked away in his gray matter, and he knew that the world did not stand still when he was born.

Dave's Dinners Bring Trade

"Hello, John," he greeted. "Saw you from the street indulging in your latest. As I knew Dave here—often see him when I run to town—I thought I would come in and see if you had come to the point; in other words, if you had invested in a motorcycle."

"He will by-and-by, Doctor," laughed the dealer. "Just now he has a curiosity bug and wants to know all about the establishment."

"This fellow runs an overhead expense account of about a million dollars, yet he says that it's good business," defended Prospect.

"The biggest item in it is the annual X-Z dinner," answered Dr. Wise. "Didn't he tell you about that? Why, every year he sends out invitations to about a thousand riders of the X-Z's in this part of the state to come to a big spread at Clark's, over on Side street. Well, about 400 generally come, and the dinner is one big affair. What do you figure it costs you, Dave?"

"About a dollar and a quarter a person."

"Yes. Well, Dave persuaded the factory to send him about 500 neat little accessories to give away for souvenirs each year. Last year it was a small nickeled case for a watch, to fasten on the front forks. The dinners are looked forward to by the riders, and the local press sees that they get a good amount of publicity. They have been called 'Dave's dinners' now for I don't know how long. You see, Dave figures that he has a good thing in the X-Z and that the buyers have helped him to it. He doesn't drink or smoke, so there is no chance to give the fellows something back in that way, and he says that if the money all goes one way, from the buyer to him, and the X-Z store never cuts, some return is owing. Every business that is worth anything has its bonus for the buyer, something that shows appreciation of his patronage and helps to cement good fellowship. The cigar business has its coupons, or else a package of tobacco and a corn-cob free with a purchase. The grocer gives you a cigar when you pay his bill, and a bottle of wine at Christmas. The butcher comes around with a "Happy New Year" and a smile and gives you a large ham. Things like those don't figure in the routine of sales, but they make all the difference in the relations between buyer and seller. So every year Dave has his turkey dinner at Clark's, and it's a good one. The X-Z riders feel that they have a privilege that other riders lack, and it counts for more than half a dozen small concessions in the way of cutting prices in the long run. Also it has a big positive value in the way of advertising."

Prospect Invited to the Dinner

"I would like to invite you to that dinner, Prospect," said the X-Z dealer.

"Better wait until I buy one of your machines. What can you promise me in the way of attention and care of the machine if I should buy one?"

"That is one of our strongest claims on the buyer. We will teach him how to ride his mount, keep it for him here until he learns, if he wishes, and give him good instruction free until he is master of the machine and can go where he likes on it."

"What about parts?"

"We have in stock any part that you would need. Our repair department can build an X-Z from stem to stern in four hours. We can build four X-Z motorcycles from our stock of parts without taking a thing from a completed machine. We can fill every demand immediately—that's what we call service, and we bank on our ability to make good."

"Suppose something goes wrong with the machine?"

"Bring it to us. One of our men will take it out and discover for himself just what the trouble is quickly and accurately. It would probably be some little thing that we will fix up without charge. We do a better and a cheaper job like this than if we acted on your say-so. You see, service is everything with us. We carry the idea of service throughout everything that the firm does. We look out for our customers and make friends of them with the result that they bring other customers to us. Merchandising today is a matter of service and we are specialists in the matter. We have made our success by giving our patrons more than they expected, and usually far more than they were asked to pay for. We have spent money to make money and found the investment a good one."

He is Coming Here Again

"And it always is a good one!" cried Dr. Wise heartily.

"Well, Doctor, if we are going to the Criterion tonight we must start now or miss the first act. But I won't forget this conversation," said Prospect earnestly. The X-Z dealer shook hands with his two visitors.

"The play at the Criterion is a good one, but we will show you something better here tomorrow. Can you come?"

"Well, perhaps. If I can."

"And I shall save a place for you at that dinner," laughed the dealer as they went to the door.

"That dealer knows that he is alive," commented Prospect, as they went out into the street to seek their way to the show. He indicated the window with the illuminated machine.

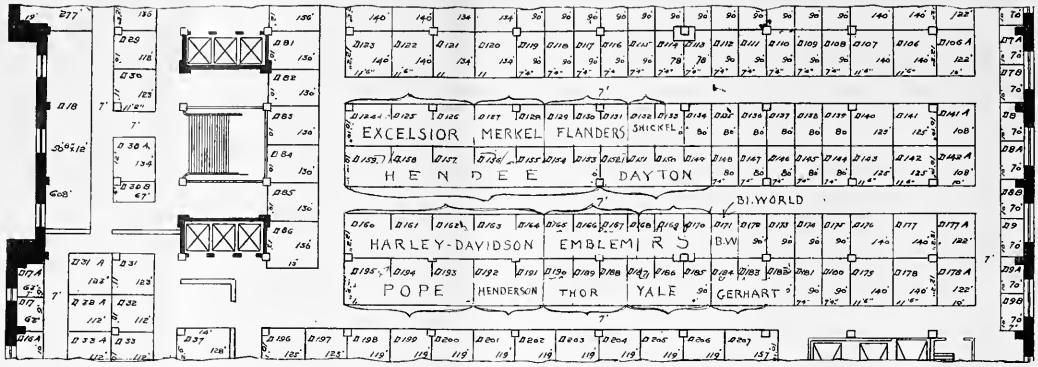
"From the moment I saw that window I was interested, and he kept me interested by explaining things intelligently. He knew that I wanted my questions answered, and he did not try to knock the other machines. I am going there as soon as I can to investigate that X-Z twin."

"I won't forget this conversation," said Prospect

"Are you going to buy one?"

Prospect nodded decisively.

"If it's worth it, I am!"



MANY EXHIBITORS WANT NEW YORK SHOW SPACE

(Continued from page 7)

Wrench Co.; Cramp & Sons Shipbuilding Co.; Detroit Lubricator Co.; Dixon Crucible Co., Joseph; Electric Storage Battery Co.; English & Mersick Co.; Essex Rubber Co.; Faw, Inc., J. H.; Fentress-Newton Mfg. Co.; Findeisen & Kropf Mfg. Co.; Fitzgerald Mfg. Co.; Frasse & Co., Peter A.; Fulton-McCutcheon Co.; Funke & Co., Herbert F. L.; Garage Equipment Co.; Garford Mfg. Co.; Gray & Davis; Harris Oil Co., A. W.; Hartford Machine Screw Co.; Haverford Cycle Co.; Haws, George A.; Heinze Electric Co.; Herz & Co.; International Acheson Graphite Co.; K-W Ignition Co.; Kokomo Electric Co.; Leather Tire Goods Co.; Lovell-McConnell Mfg. Co.; Mayo Mfg. Co.; Mesinger Mfg. Co., H. & F.; Morrison-Ricker Mfg. Co.; Mosler & Co., A. R.; Mutty Co., L. J.; New York Coil Co.; National Screw & Tack Co.; N. Y. & N. J. Lubricant Co.; North East Electric Co.; Perfection Spring Co.; Randall-Faichney Co.; Reading Saddle & Mfg. Co.; Rose Mfg. Co.; Royal Equipment Co.; Sager Co., J. H.; Schrader's Son, Inc., A.; Silvex Co.; Smalley Daniels; Sparks-Withington Co.; Splitdorf Electrical Co.; Standard Thermometer Co.; Standard Welding Co.; Stanley Co., Inc., John T.; Stevens & Co.; Stewart-Warner Speedometer Corporation; Tingley & Co., C. O.; Vacuum Oil Co.; Veeder Mrfg. Co.; Vesta Accumulator Co.; Voorhees Rubber Co.; Wheeler & Schebler; White & Bagley Oil Co.; Willard Storage Battery Co.; Willey, C. A.

A series of motorcycle races will be held on the Baldwin Park track in Quincy, Ill., on Thanksgiving Day. Many of the best motorcycle riders of the Middle West already have signified their intention of participating.

Looking Forward COMING EVENTS

November 14, Brooklyn, N. Y.—Two-mile bicycle race, handicap, open to N. C. A. only. Event to be held in Armory at 52nd street and 1st avenue.

November 16-21, New York City—Six-day bicycle race at Madison Square Garden.

November 21, New York City—Annual dance of the New York Division of the Century Road Club Association in Plaza Hall, 110 East 59th street.

November 26, Savannah, Ga.—Professional 300-mile road race over Grand Prize automobile course.

November 26, Stamford, Tex.—One hundred mile race on 61.00-class machines without ports.

November 26, New York City—Two-hour team race, closed to members of Century Road Club Association, on Fordham road, starting at White Plains avenue.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 4, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

C. R. C. A. Plans 2nd Annual Team Race

The New York Division of the Century Road Club Association's two-hour, two-man team race, to be held on Thanksgiving Day morning, promises to draw many more riders than participated in last year's event, over the same course, and which A. Morgan and J. Napthal, as a team, won with a total of 18 miles. Teams will be picked by a drawing by the committee at the start of the race, and in this way any member is liable to have either the champion or the "gink" as his partner. However, this phase is looked upon with a sporting spirit by the riders, and a highly interesting two-hour team race is the result expected.

The course lies between White Plains avenue and Westchester road, on the Fordham road, and will be closed to all outside traffic by authority of the Park Department of the Bronx.

E. W. Carrit Succeeds Oscar Brant

E. W. Carrit, who for many years has been prominent in the field of cycling, has become manager of the uptown branch of the motorcycle department of the New York Sporting Goods Co., distributers of Indian motorcycles. Carrit, at one time an enthusiastic bicyclist, was one of the first to appreciate the advantages of motorcycling and took to the power-driven machine when it was first brought out. He organized the Brooklyn Motorcycle Club in the New York city of that name, and was its first president.

Later he joined the Hendee forces in Springfield, and looked after the department of replacements, which position he held until a year ago, when he went to Canada. In his new work Carrit comes to a field where he is well acquainted and has a multitude of friends. He succeeds to the position formerly held by Oscar Brant, who now has become sales manager of the motorcycle department of the New York Sporting Goods Co., with headquarters in the main store on Warren street.

The Capital City Motorcycle Club, of Sacramento, Cal., is already making plans for its 1915 events. The first run of the season is arranged for April and is to be a 200-mile race for stripped stock machines.

Three views of Mrs. W. G. Shaeffer an enthusiastic motorcyclist of Reading, Pa., where her husband is the Excelsior agent

NEW YORKERS PLAN TO FORM BIG CITY CLUB

Hall Proposes to Organize Motorcyclists Into Metropolitan Association and Promote Cycling Interest—Chairman Robinson Receives Medal

The motorcycle committee of the New York Tercentenary Commission were summoned by Vice-Chairman J. A. Hall to attend a dinner at the Automobile Club of America on November 6th, for the purpose of completing their duties. Those attending the dinner in addition to J. A. Hall were Powhatan Robinson, Merle Downs, F. H. Schauffler, W. F. Casey, Gus Rothholz, Amos Shirley, K. C. Martin, Robert Stoll, F. V. Clark, J. O. E. Dieterich and W. E. Severn. At the close of the dinner Merle Downs was called upon by Mr. Hall to address the assemblage, and his response proved to be preliminary to an address of appreciation to Mr. Robinson for his labors as chairman of the committee and to whom was presented a fob made of a gold replica of the official medal of the motorcycle division.

The balance of the evening was about evenly divided between serious business and merry-making. Mr. Downs asked that two copies of photographs of each prize winner be deposited with him for permanent filing at the New York Public Library, as the state chairman seemed desirous of making a historical record of the celebration.

It was definitely decided to award the prizes at a dance to be held at the Amsterdam Opera House, West 44th street, on November 23d. Prize winners will be furnished with complimentary tickets for this dance. Others can obtain tickets at any New York dealers or at the office of the Bicycling World and Motorcycle Review or Motorcycle Illustrated.

Vice-Chairman Hall spoke at length on a new metropolitan association, the object of which will be to secure unity of action and the promotion of interest in motorcycling. It is hoped that there will be four or five hundred members of this association and that sufficient funds may be secured to have a town house and a small club house somewhere on the shore. This will also be an organization which will secure co-operation among dealers. An effort will be made to form the new association at the dance above mentioned.

Various ways and means were discussed and Mr. Dieterich suggested that the start be a small organization which might feel its way and from which a large organization might be built. Mr. Severn pointed out the advantage of using the existing clubs as a nucleus for the association and called attention to the many advantages which would accrue from the appointment of a paid business manager rather than leaving the management of the organization to volunteer committees.

The fun-making features of the evening centered around a big $500 cup which Mr. Robinson, as president of the New York Sporting Goods Company, received for the Indian float which he entered in the parade. This was filled (in spite of the war in Rheims and Eperney) with champagne and the diners were ordered to give a toast at each libation. After the cup had gone around two or three times the toasts began to improve, and we offer the following as samples:

"Here's to Powhatan,
He's a first rate sporting man;
Just present him with a cup
And he promptly fills it up."

"Lo, the poor Indian, he hasn't passed away,
For he's the New York sporting man
And he's here to stay.
The "seven nations" of this state
Were once renowned for war,
But Indians today are great
And run both near and far.
Of all the Indians there are our Powhatan's the best,
But how he does exhaust the bar in urging us to jest."

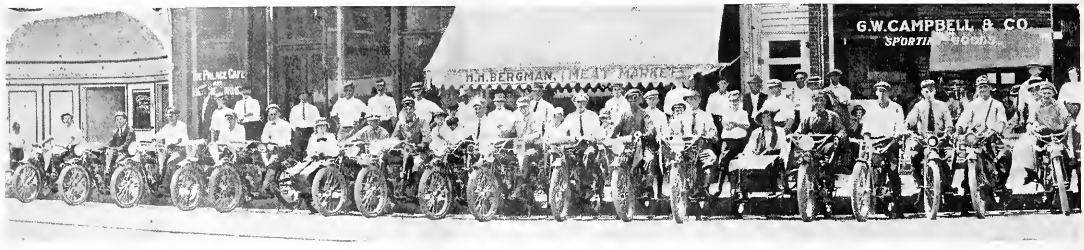
"Bronco Billy," a "movie" artist, awheel

"Bronco Billy" Mounts a New Steed

All lovers of the movies are familiar with the face of "Bronco Billy," who appears on the films as hold-up artist or cowboy rider. In the accompanying photograph, taken in Niles, Cal., he is seen trying out a new mount, and judging by his smile he is having good fun. Perhaps before long we shall be seeing this actor in a new role. He will be shown on the screen pursuing a troupe of bad men across the desert to rescue some beautiful heroine, but his steed will be an "Indian" instead of a mustang.

Brockett Is Head of Orange Club

In Orange, N. J., a motorcycle club has been formed. Its headquarters are at 370 Main street, opposite Military Common. Howard Brockett is president, Harry Gordon secretary, and Elmer McCormick treasurer. Emblems to be worn by the members will be selected and also appropriate uniforms. The principal object of the organization, outside of social matters, will be to urge the passage of speed laws favorable to motor vehicles and to aid fellow members.



Indian riders of northeastern Iowa gathered about the Charles City store of G. W. Campbell Co., Waterloo, Ia.

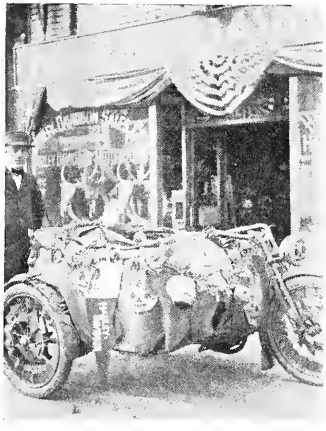
Baltimore To Follow New York's Lead

The police heads of Baltimore, Md., are planning for a new motorcycle squad, the mounted men to do duty in the suburban sections during the night. A traffic motorcycle corps is now part of the department but their work is during the day. The outlying sections have such large posts and offer such splendid opportunities for burglaries, because a patrolman on foot finds it difficult to get over his post in quick time, that it is figured out that a number of policemen on motorcycles could be kept on the go all night and in this way no section would be unprotected but for a few minutes at a time.

To facilitate the work of the police, Marshal Carter has hit upon a system of lights which will flash up when a policeman is wanted, and as they can be seen for some distance they will bring an officer to the box almost immediately to find out what is the matter. The residents of the suburbs will cooperate with the police and install lights on their homes, so that a patrolman can be called when needed during the night without having to chase around several blocks. The mounted men would be passing different sections almost every few minutes and it would not take long to get them. The proposed system is a distinct innovation and has already been highly praised. It will probably be put in effect some time in the near future.

Barrels of Fun for Toledo Club

Mixing sport with business and doing



Harley-Davidson float in New York parade

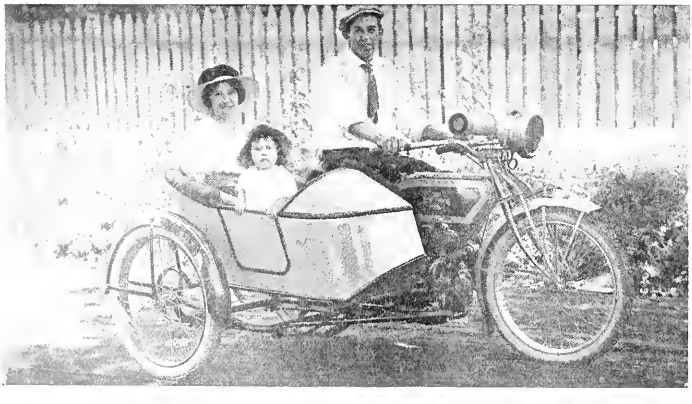
it in such a way that everyone will be pleased, is what the dealers are trying to accomplish in Toledo, O. They are busy organizing a bicycling club for the 1915 season and are extending to all members the use of their stores as meeting places.

The club is appropriately called the "Toledo Bicycle Club" and has been founded to further the sport and popularity of bicycle riding. Under its auspices races are to be conducted, for which prizes will be awarded; short trips will be taken to neighboring towns, and in summer, picnics will be held, to which the families and friends of the members will be invited. All this promises barrels of fun to the local riders and will certainly make it worth their while to join.

Membership in the club is open to all and the annual dues are only $2. It is expected that by April next there will be at least one hundred members.

Motorcycle Aids Trouble Wagons

The value of the motorcycle in emergencies was recently demonstrated in Kansas City, Mo., when a heavy rainstory seriously damaged the telephone system throughout the city. The telephone company had 3,000 trouble calls during one day. It was, of course, out of the question for the two trouble wagons to attend to all of these calls. Therefore, the 18 repair men employed by the company were dispatched on motorcycles to ascertain the extent of the damage, and in many instances were able to make repairs without calling for the trouble wagons.



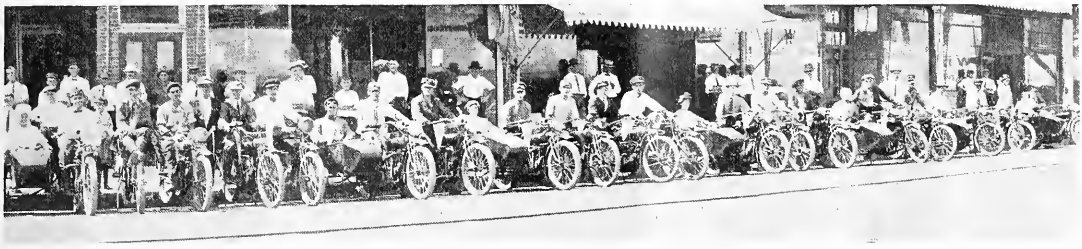
L. C. Brown, Excelsior agent in Paris, Texas, and wife with Baby Brown as guest

Sprechen Sie Danish? No? Read This!

An old customer of Jos. Bickerstaff, now representing the New York Sporting Goods Co. down South, went back to the old country last summer and tells in a manner peculiar to himself his experiences while abroad. R. Nelson is over 70 years old and is a very enthusiastic cyclist. Here's his letter:

Dear Frend Bickerstaf:

As I promised to let you hir from me after my return from Europa I writ you dis leter. I left N. Y., 23 of May on Kaiser Wilhelm der Grosser and landit in Bremen, Germany, June 3rd, spending 2 days loking over the Citys and its



There were eighty-five riders present who enjoyed a chicken dinner given later by Guy W. Campbell

beuties. It is en Old City but vel kept.

I vent from there to Hamburg, a greter city and vonderful Harbor for ships of All Nations. After taking in Hamburgs sights I left for Fredericia Danmark vhere I have relatives and from there to Fzen and to a City called Odense vhere my creadle stod. There i bought me a Reilvey ticket for 2 Weecks traveling continusly night and day, stop and start ennyvhere as desired, on all Governments lines for 10 Dollars of our monny. Hov does that strike you? I vent from one end to the Other.

Vhat impressed me a gret del vas evryvhere I found most evryboddy from 12-75 years Old riding Bicykles and on the Cuntry road you can met 10 to 25 coming and going on Cyckles. In the big Cityes by the curbstones on ech side is laid vid asphalt for Cyckling. Evryboddy ovns a Cyckle, Farmers, clerk, servants.

Vhen a Train leves you mey find 25-50 Cyckles put on and taken outh along the city by Turist who go trugh the cuntry part by Riel. Vhat struck me vas I only saw one man repair his Wheel by the Weyside and I questioned my self dos the Danes make better Wheels than U. S.? It looks so to me.

I vent home from Christiania and vireless mesage said War vas declared. I arrived save in N. Y., gretly improved to Healt and 12 lbs hevier. Hat a fine time and visited 3 Olfellow Lodges in Danmark.

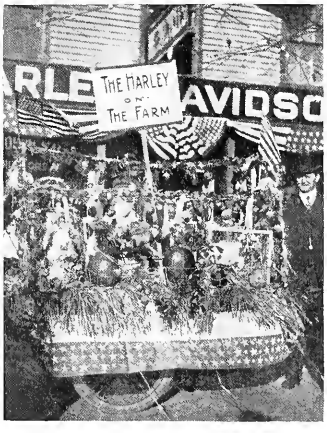
Yours.

R. Nelson.

Picnic and Clambake For Salem Club

On Sunday, October 25th, the Salem, Mass., Motorcycle Club held its first annual picnic and clambake. Most of the members attended the outing at Idlewood Lake, in Wenham, and all who came voted the occasion the best ever. Before and after the dinner, which was the feature of the day, the members tried their hands at canoeing; they found this sport exciting and no less than four of them went overboard.

On November 1st a speed run to Concord and return decided the ownership of a Stewart speedometer, donated by the local Indian agent, B. B. Hearsey. Britton won the prize, covering the distance, over 150 miles, in 6 hours.



Another rustic float in the New York pageant

Takes Motorcycle To Africa

H. S. Holenbeck, a medical missionary, who has just returned from Portuguese West Africa, believes there is a great field for the motorcycle in that country. Holenbeck says that they often have patients 100 or more miles away and that most of this distance is usually covered on foot, requiring three or four days. "There have been a few foreign motorcycles in the country," he says, "but they were of a light, cheap make that balked at the hills and stuck in the sand. However, my observation of the work of the American machines leads me to believe that they could negotiate the hills as well as stand the wear and tear of the rough roads of West Africa. And I intend to take an American motorcycle with me when I return."

Cycle Racing Season a Profitable One

The cycle racing season, that is, the outdoor variety, which closed recently with the closing of the Newark Velodrome, goes down in the record books as the most successful in recent years. Up to and including the last meet that was conducted by the Cycle Racing Association at the New Haven track, the professional cyclists received in prize money about $85,000, while the value of the amateur prizes run up into the thousands. The six-day races at Boston and New York swell these big figures to near if not over the $100,000 mark. One hundred and forty-five meets were promoted by the above association.

Fred W. Dawson, of Galesburg, Ill., taking the "kiddies" out for a ride

"Simon Pures" Will Make Professional Debut

Kaiser, Hanley and Wohlrab to be "Among Those Present" in New York's Six-Day Race Entrants—Grind Starts Monday Next Preceeded on Saturday Night by Sprint Races

New Yorkers and those that will find themselves in the city next week will be treated to their annual thrill of sprints, smash-ups and broken wheels. The twenty-second annual six-day grind will be staged at the historic Madison Square Garden, beginning a few minutes after midnight of Sunday, 15th inst. One six-day race is about the same as the other, but in this coming race a few novelties are to be introduced.

Features of This Year's Race

This year's event will be managed by Floyd A. McFarland, himself a veteran of many similar races, and he has figured out a number of innovations that will tend to add interest to the annual classic. Among the schemes to be given a try by MacFarland will be that of offering special awards or prizes as an inducement for extra sprints and efforts on the part of the riders during the running of the contest. The huge success of the Berlin, Paris and other European six-day races has been the awards given during the week, and the total prizes offered in the last Paris six-day race figured more than $5,000. to say nothing of wine, cigars and other like awards given to the cyclists to see them go at a good sprint.

New blood is another feature of the coming race and a number of veterans will be missing from the ranks. At least three of the amateurs that would have shortly felt the axe of the chairman of the N. C. A. racing board have entered in the race, and it will be interesting to observe their performances against their more experienced and seasoned brothers. The trio of new six-day knights is made up of Harry Kaiser, the amateur champion; Willie Hanley, the San Franciscan, and Gus Wohlrab, the Jersey City baker boy. As amateurs they were kings of their class, but what they will do in the race next week is problematical.

With the introduction of the heavier tires, the tedious delays and practical cessation of the race at times due to punctures and blowouts will be eliminated, much to the betterment of the event, far different from past races. Heavier tires were used in the past Boston race and they gave entire satisfaction. Their use in the New York race is bound to produce the same result.

From a representative standpoint, the field this year is a classy one. One favorite is missing and he, Walter Rutt, the German, is at the present time in a hospital with catarrh of the lungs, contracted from exposure while doing military duty for his country during the war now raging on the continent. Other riders that have competed in past races have either been captured, killed or wounded in battle. Among them are Lapize, Brocco, Perchicot, Pouchois, Berthet and Vanhouwaert. But even with the war Manager MacFarland has been able to secure foreign talent, so that the Italian, French, Danish, Swiss and Belgian enthusiasts will not need to worry.

Who's Who in the Grind

George Seres, Marcel Dupuy, Alphonse Cousseau and Charles Parent will represent France in the coming race Francesco Verri and Vincenzo Madonna are the sons of Sunny Italy that will take part along with Victor Linart, the Belgian, and Anderson and Hansen as the Danish representatives. Oscar Egg, the Swiss unpaced star, will be Verri's partner, while the Australian entry, always strong in later years, will have at least five of the best Antipodeans in its make-up. Alfred Grenda and Alfred Goullet comprise the real Australian team in the race, and Reggie McNamara, Charles Piercey and Jackie Clark are doubled up with American partners.

Eddie Root, the winner of four of the Madison Square Garden races; Iver Lawson, at one time champion of the world; Jimmy Moran, a two-time winner of the same race; Bobby Walthour, also a two-time winner; the Bedell brothers; Worth Mitten, the Davenporter, who claims to have ridden in thirty-two big and small races of this kind; Joe Fogler, who has won five Madison Square Garden grinds; Fred Hill, Frank Cavanagh, Lloyd Thomas, Peter Drobach, George Cameron, Martin Ryan, Percy Lawrence, Jake Magin, Al Halsted and the three amateurs help make a formidable American entry for the big race next week.

Of the foreign entry, Verri and Egg look to be the best, although the others have performed well in various kinds of racing in Europe. One other foreigner, an Austrian, may be added by Manager MacFarland. Rudolph Rudi-Russe may be put into the race before the start, and if he does ride he will be assured of the votes and the support of the gallery gods.

Teams That Will Be Entered

As at present paired the teams are made up as follows, but some changes may be made on the showing of a number of the riders in the Boston six-day race of last week:

Francesco Verri, Italy; Oscar Egg, Switzerland.

Jimmy Moran, Chelsea; Reggie McNamara, Australia.

Iver Lawson, Salt Lake City; Peter Drobach, S. Boston.

Alfred Goullet, Alfred Grenda, Australia.

Joe Fogler, Brooklyn; Fred Hill, Boston.

George Cameron, Harry Kaiser, New York.

Bobby Walthour, Atlanta; Alfred Halstead, Sacramento.

Norman Anderson, Denmark; Worth Mitten, Davenport.

Martin Ryan, Newark; Gus Wohlrab, Jersey City.

John and Menus Bedell, Lynbrook, L. I.

Joe Kopsky, New York; Norman Hansen, Denmark.

Eddie Root, Boston; Jackie Clark, Australia.

Frank Cavanagh, Newark; Charles Piereey, Australia.

Percy Lawrence, San Francisco; Jake Magin, Newark.

George Seres, Charles Parent, France.

Victor Linart, Belgium; Vincenzo Madonna, Italy.

Dupuy and Cossean, France.

The curtain raiser to the six-day race will be staged Saturday night and a number of amateur and professional sprint races will be held along with motor-paced and sprint matches.

Taub Takes C. R. C. A. Point Race

With a desperate sprint over the last hill Isidore Taub, on the 8th inst., won the weekly point race at five miles of the Century Road Club Association from the limit mark over the Pelham Road course in New York city. Pushing Taub were A. Palma and L. Zemo, both of whom finished less than 15 feet behind the winner.

Nearly twenty-three seconds later came Jack Welton, who rode from the 30-second mark alone, and who made up seven seconds on the three riders ahead of him, while the three scratch riders were only able to gain three seconds on Welton and nine seconds on the limit riders.

Further attempts upon the one hour mark, as established by Jack Welton last week with 20.4 miles, were made by four members, with the result that Welton increased his chances of capturing the Boyes trophy by riding a total of 21.3 miles over a five-mile course, followed by Bert Baker.

The summaries:

Five-Mile Point Race

Rider and Handicap.	Net Time.	Pts.
Isidore Taub (1:00)	12:44⅗	5
Alev. Palma (1:00)	12:44⅘	3
Louis Zemo (1:00)	12:45	2
Jack Welton (1:30)	12:38	1
Joseph Naphtal (scratch)	12:35	..
Edwin Jensen (scratch)	12:35⅕	..
Harry Whiteman (scratch)	12:35⅖	..

One Hour Unpaced

	Started.	Dist.
1—Jack Welton	4	21.3
2—Bert Baker	3	21.0
3—Sylvain Segal	1	20.2
4—George Steppello	2	19.8

STRATTON VICTOR IN FAST BELMONT RACES

Harley-Davidson Rider Does Laps Around 49 on D-shaped Track—Armstrong, on Indian, Accounts for Feature Event of Last Day's Racing

Al Stratton, riding a Harley-Davidson, made another killing in his invasion of the East at the Belmont track, outside of Philadelphia, October 24 and 31. He made laps around 49 seconds on a

Al Stratton, Western star, now in East

stripped stock model, which is going some—for a standing start.

The Belmont track is D-shaped, making navigation of the curves difficult when there is dust, as there was on the 31st. In the 25-mile event on this day Armstrong, mounted on an Indian, captured the honors. He got away first with Klebes, Indian, trailing, and Stratton last. Brier held the lead around the dusty corners until the 15th lap when a rocker support loosened. He held it with his hand on the straightaways but was overtaken by Armstrong in the 20th mile, and the positions remained unchanged until the finish.

The ten-mile event proved to be a see-saw between the two Harley-Davidson speedsters. They broke into the home stretch with not an inch between their front tires, and Brier took the race when his companion blew a tire and coasted across the line in second place. In the sixth mile a flock of sheep wandered from the infield and started to cross the track. The racers were flagged down and the sheep herded back without anyone being hurt.

The summary:

Ten-mile professional—Won by Brier; second, Stratton. Time, 9:00⅗.

Fifteen-mile professional—Won by Stratton, Harley-Davidson; second, Brier, Harley-Davidson; third, Armstrong, Indian. Time, 13:15⅖.

Twenty-five-mile professional—Won by Armstrong; second, Brier; third, Stratton. Time, 22:10

On the 24th better conditions prevailed. Stratton accounted for both events on this day. His time for the 25-mile fixture was 21:12, and for the 15-mile 13:16. Armstrong placed second in both races, and Brier took a third in the longer distance but blew a tire in the 15-mile.

Miller Triplex side seat and riders, Winthrop and Shurr, bound for Portland, Me.

Knopf is C. R. C. of A. Champion

Although he failed to compete in the final series of three races held last Sunday by the Century Road Club of America at Pelham Parkway, New York, George A. Knopf will be champion of the organization for another year. He wound up the series of title contests held throughout the season with a total of 70 points, while his nearest rival, E. H. Gerard, had only 62.

Three races at one, two, and three miles were contested yesterday. P. B. Barche was returned the winner at one mile, A. L. Everitt at two, and F. Peterson at three.

Palmier Wins New England's Cork

Joseph Palmier was returned the winner of the weekly "cork" race of the New England Wheelmen of New York on the Eastern Boulevard, the Bronx, on the 8th inst., from a field of ten. He covered the five and a half miles in 15:22⅘, winning by a liberal margin from Joe Papesca, with E. Aickelin and G. Polacsy following Papesca in the order named.

Papesca recently won honors for his club by pressing Jensen in a race held at Grant City, S. I.

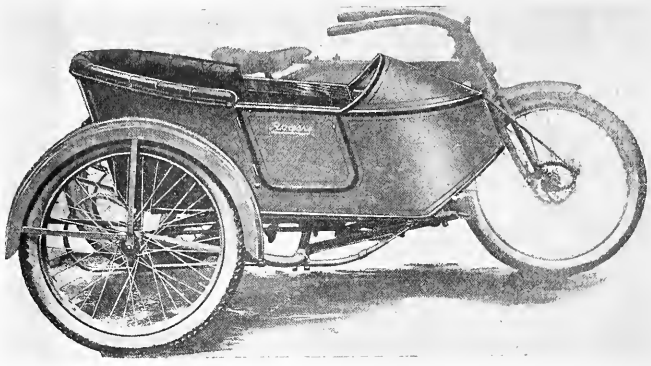
ROGERS REFINES CAR AND REDUCES PRICE

New Model, Graceful in Appearance, Shows Many Improvements—Comfort and Convenience in Body Fittings—Ball and Socket Attachment

That the sidecar has actually come to stay and that it has left its experimental stage and become a practical production is shown by the many improvements manufacturers are making each season, so that the growing demand for these cars may become still stronger. Take the Rogers sidecar, made by the Rogers Mfg. Co., Chicago, Ill., as an example. In it every fitting is said to be either a drop forging or a stamping, no casting whatever being used at all. Every effort is said to be exercised in making the 1915 product as perfect as possible so that it will meet with the approval of new users.

The 1915 Model H car is 2⅜ inches longer than the 1914 Model E, which imparts a graceful appearance. The metal sheet underneath the slanting footboard in front of the car is welded to place, giving a smooth finish. Instead of wooden cleats for spring attachments under the body there are stronger and neater metal ones. The door, lined with an extra sheet of metal plated smooth on the inside, is fastened with an improved, anti-rattling lock.

Supported in front by a metal apron in place of the wooden board formerly used, the seat is fastened down with spring clips, making it impossible for it to jump out when driven empty over rough roads. A tool compartment is located under the seat, which is covered with linoleum. There is a large pocket opposite the door extending to the floor of the car which is surmounted with a beautiful mahogany cap strip; a corresponding one is placed on the top of the door.



Rogers sidecar, model H. Note the harmonious lines. The price of this model is $75

The upholstering is made longer and is shaped to conform with the lines of a woman's body, being much fuller at the waist line and giving a comfortable support to the passenger's back. The Rogers' arm rests are padded with real hair and extended still further forward. Great care has been observed in keeping the back, the door and the front of the car parallel, and working out the lines of the deck so that they harmonize.

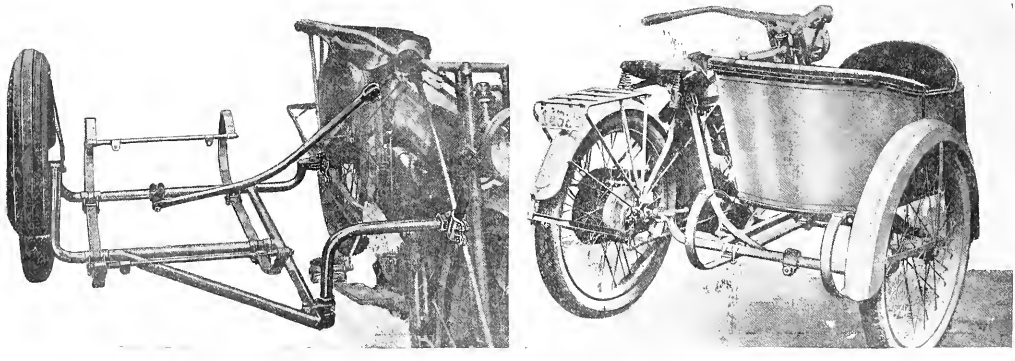
But slight changes have been made in the 1915 chassis. As has been stated, every fitting is either a drop forging or a stamping and each nut is secured in position with either a lock washer or cotter pin. The patent quick detachable feature of the fender remains as it was, that is, the fender can be swung forward clearing the front tire for repairs or permitting the immediate removal of the wheel by detaching two nuts, one on the inside and one on the outside of the hub. The springs have been moved over one inch closer to the motorcycle, giving greater clearance to the body and the fender.

There is a special feature in the design of these springs which may be worth noting. They are so constructed that they may be slid back to make the car easier riding when a light passenger is being carried, and they may be slid forward when a heavy person and baggage are being taken over a hard cross country trip. It is not necessary to change them in any way under ordinary conditions.

An important structural change consists in the ball and socket method of attachment to the lower rear stay and to the motorcycle under the saddle. Wherever this attachment is permitted by the construction of the motorcycle, the feature of quick detachability is not interfered with by rust or mud as formerly. It is possible to take up all the wear that may occur by tightening down the sockets on the balls and the motorcycle frame is defended against bending and twisting through carelessness in attaching and detaching the car.

Another new feature is the long rear brace, by the use of which strains on the motorcycle are materially reduced. The strength of the car axle has been greatly

(Continued on page 30)



Method of attaching to motorcycle which does not bend or twist frame— View of springs, which are adjustable to weight of person.

ENTER THE DIXIE, SPLITDORF MAGNETO

New Magneto Gives Hot Spark at High and Low Speeds—Easily Accessible—High-tension Current Does Away with Induction Coil—Dust and Oil Proof

The "Dixie Magneto," manufactured by the Splitdorf Electrical Co., of Newark, N. J., is said by its designer to be absolutely original and not merely a variation of old ideas. It is claimed to fill competently the function of a magneto, which is, of course, to deliver at exact intervals a hot spark at both high and low motor speeds.

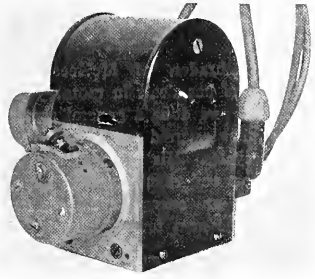
Of true high tension or jump spark type, this magneto is constructed in such a manner that all parts of it are readily accessible for inspection, and if necessary they can be removed. For this no special knowledge is necessary, a screwdriver being the only tool needed.

The rotary member is composed of two pieces of cast iron, separated by a center brass piece. This rotor, so-called, rotates in a field structure consisting of two laminated field pieces rivetted between two aluminum rings. The rotor bearings are mounted on iron plates against the poles of the magneto. When the rotor rotates, the magnetic lines of force from each magnet pole are carried directly to the field pieces and through the windings without reversal through the mass of the rotor and with only a single air gap. There are no losses in reversal, which is said to bring about a high efficiency in the "Dixie Magneto."

All the materials used in the construction of this magneto the manufacturers claim to be tested to fully stand the duty of the instrument.

Because of the features mentioned and the resultant mechanical and electrical efficiency, the "Dixie" has vouched for it the following ten advantages:

Simplicity of construction and accessibility of parts; a hot spark always, whether timing lever is at retard or advance position; the breaker is stationary with the platinum breaker points outside of the breaker box where they are readily accessible for adjustment by raising a hinged cover; no wire on any of the revolving parts; a simple field coil housed in the arch of the magneto away from oil and grease; no change in polarity takes place in the rotating member and change of polarity takes place directly through the field pieces, which assures that the source of energy will ever remain unchanged and unfailing; the high tension current is generated in the winding of the field coil without the use of a special induction coil; suppression of all harmful influences of centrifugal force on the field winding as well as on the breaker mechanism; dust and oil have no bad effect; special felt rings and metal coverings and joints of marvelous ingenuity all contrive to make the "Dixie" absolutely dust and oil proof.



New magneto, showing accessible contacts

Have You a Posterette?

Life is sometimes a dreary matter. Every bit of color you can put into it makes existence happier. Acting on this principle the Pennsylvania Rubber Co. has issued a number of posterettes. These posterettes are stickers that can be applied to the backs of letters, giving them an air of cheerfulness that they would not otherwise possess. They are to be distributed to the customers of the company. They are calculated to attract attention to any letters or circulars to which they are applied with their cheery hues of red and orange and blue.

The Pennsylvania Rubber Co. is to be complimented on its bright little posterettes.

MORE ROOM FOR THE HARLEY-DAVIDSON!

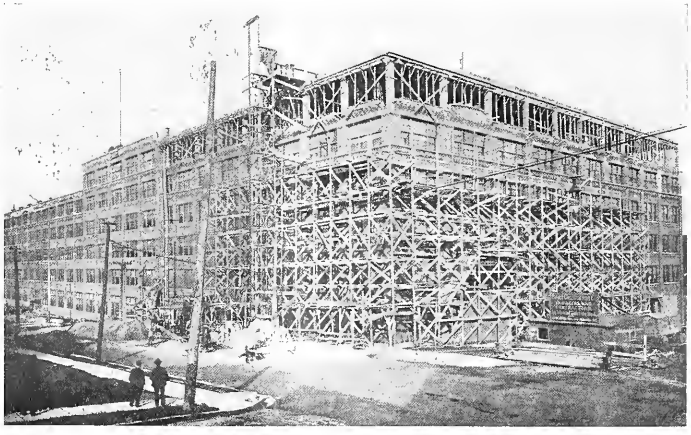
New Addition Will Give 15,000 Feet More of Floor Space—Fireproof Construction to Be Used—Photographic Studio to Be Installed

With the completion of the addition now building the Harley-Davidson Motor company will acquire 15,000 more square feet of floor space, making a total of 310,000 square feet. By far the greater part of this is in the main plant, the balance representing the factory at Clinton and Oregon streets occupied by the automatic screw machine factory.

The total number of men employed in the two plants is about 700 more than it was a year ago at this time. With an increase of 30 per cent in the production during the coming season (the motorcycle season begins October 1) it means that the Harley-Davidson company will employ many more men.

Fireproof construction will be used throughout in the building of a sixth story on factory No. 5 to make it the same size as factory No. 8, immediately adjoining to the west. Like the other buildings in the Chestnut street group it will be faced with red brick and will have windows equal to 40 per cent in wall space.

On the seventh floor will be built a photo studio a third larger than the company's photographic department now located on the fifth floor. The new studio will be the most complete commercial photograph studio in the west, equipped with the most modern of photographic apparatus and ample enough to meet all the needs of a world-wide business.



New addition to Harley-Davidson plant which will add 15,000 feet to floor space

Following the Dealers' Movements

Foursidecars sold in a town of only 1,500 inhabitants. That's the record of W. C. Tathan, a Harley-Davidson dealer at Waterloo, Ind.

A new motorcycle shop has recently been opened in Lawton, Okla., by Will Austin. Austin is located at 407 4th street and handles the Merkel.

Carl Larson has agreed to become the Harley-Davidson dealer at Des Moines, Ia., during 1915. The new Harley-Davidson models made a strong hit with Larson.

There will soon be a testimonial given to A. E. McKee. He has just completed his twentieth year as a bicycle salesman for Bechley Ralston Co., Chicago, Ill.

Walter I. Walker, of the Weed Chain Tire Grip Co., has started on a six weeks' trip through New England. He will call on dealers in order to show the necessity of the Weed chains in connection with the motorcycle.

The Indian Motor Sales Co., of Middletown, O., is the name of a new concern that will handle the Indian in Butler and Warren counties. The members of the firm are R. E. Morrision, L. S. Taylor and S. L. Clark and his son. A branch store will be opened in Hamilton, O.

J. E. Sayre, representing the Sayre Co., of Terre, Ind., has closed up for 1915 in his territory for the Indians. A machine was sold to the electric light company. To push the sale of used machines they place them on the sidewalk in front of the store, marked with a low price.

Thos. J. McLane, dealer at Oil City, Pa., visited the Harley-Davidson factory for three days recently, getting acquainted with the new models. He reported that during the winter season the employes of his firm, McMahon & McLane, are kept busy in the machine shop.

I. W. Schroeder, formerly of the Toledo Store, under which name the agency for Yale motorcycles was operated in the Ohio city of that name, has become a traveling representative of the Consolidated Mfg. Co., makers of Yales. His territory will comprise western Ohio and Indiana.

M. Schrader, of McKeesport, Pa., where he has dealt in motorcycles and bicycles and done a general repair business, has secured the agency for Yale motorcycles. His territory will be McKeesport and vicinity and he expects to institute an energetic sales campaign within the next few weeks.

At the automobile show to be held in Providence, R. I., B. A. Swenson, Indian dealer, will have two large booths, where he will display the new models as well as sidecars and supplies. Judging from the interest which is already said to be manifested, Swenson believes he will get a good start for 1915 business.

Joe Bick, who has been associated with the Rockford Motorcycle Sales Co., Rockford, Ill., is no longer connected with that concern and the genial Fred. Sullivan is looking after Excelsior interests in the Rockford territory. Oscar Brown is in charge of the office detail of the business, while the repair and mechanical departments are under the personal supervision of J. W. McCartney.

C. Thompson, of Winnipeg Cycle & Motor Co., Winnipeg, Can., has just completed a successful year with an increase of 250 per cent over his first year in 1912. Thompson believes that they have solved the second-hand problem by allowing a rider to leave his machine on the shop floor to be sold on a 10 per cent commission basis and no machines are taken in trade. He looks for a banner year in 1915.

Guy W. Webb, Harley-Davidson deal-

Window during Tercentenary week showing Father "Knick" riding an Indian

re, is now operating two stores in Minneapolis, Minn. His new store is at 1026 Marquette avenue, which is the center of what is popularly known as "Automobile Row." The space of the store is 22 x 75 feet. The old store, located at 2210 4th avenue, will be in charge of C. L. Snyder and Geo. Setty will take care of the mechanical department of the shop just opened.

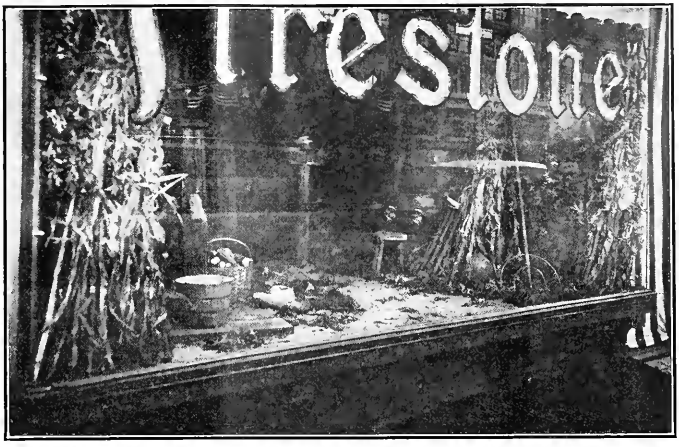
Six-Day Riders Use Domestic Tires

The European war at one time threatened to cause the Boston and New York six-day races to be abandoned owing to the possible lack of an ample supply of tires for the cyclists. The racing tires used by the riders in America have been mostly of European manufacture and when the war broke out the management of the two races in question were in a predicament as to the means of procuring the precious stock necessary for the two events.

Manager MacFarland, of the Cycle Racing Association, who will have full charge of the big New York race and who managed the Boston race just finished, requisitioned Ernie Pye, the Australian rider, to supply tires for both races. While the contract was a large one, Pye, who has been making tires for the past eight years, set to work and the entire supply is ready for the start of the big grind.

"Made in U. S. A." might well be the stamp put on these tires, as every part was manufactured in this country, although the rubber was, of course, originally from the Para district. When Pye accepted the contract to furnish 300 pairs of tires necessary for the two races he was told by MacFarland to make a tire that would be slightly heavier than that used during the summer season. The reason for the extra weight was the elimination of the various troubles caused by lighter tires and the ensuing delays to the races, a trouble that has always been noticeable in six-day races.

Eighty two pairs of tires were made for the Boston six-day race, while the balance of the lot are to be used in the Madison Square Garden "grind" this month. The tires are all an inch in diameter and are uniform in size all around. The fabric has all been woven by hand and it is interesting to note that Pye figured that it took 634 miles of Sea Island cotton to make the fabric that was used in the supply.



Country scene in window of the Firestone Tire & Rubber Co.'s New York store

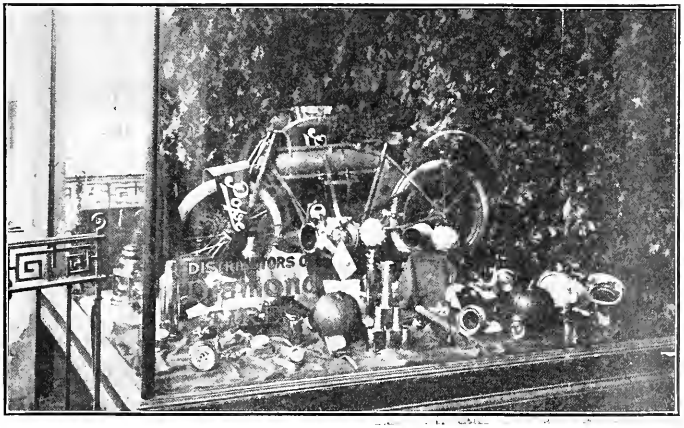
Striking Window Displays in New York

In passing along the important business streets of New York during the Tercentenary celebration, one was struck by the novel window displays which were used by motorcycle dealers and some of the accessories manufacturers. The displays were beautifully arranged, and in most cases an autumnal atmosphere was given by using appropriate fall scenery.

The Firestone Tire & Rubber Co., on 1871 Broadway, showed an attractive country scene. In the background was a rural fence of split rails and before it was a well pump, pails, rake, pumpkin and other rustic material. The trimming, which cost $150, was done by W. F. Hamilton. The Firestone window won a prize of $100.

Weaver & Ebling Auto Co., Pope distributer of New York, displayed a Pope machine surrounded by varicolored autumn leaves, pumpkins, corn, etc., which proved very effective. The materials were brought in from R. H. Weaver's farm at Noroton, Conn., so that there was no expense for the decorations.

Father Knickerbocker could be seen, in the window of the New York Sporting Goods Co., Indian distributer, comfortably mounted on an Indian machine of the latest model, while an Indian with a look of great surprise on his face stood nearby. Near Father Knickerbocker were displayed the handsome Hendee trophies, consisting of two beautiful cups, which were offered as the first and second grand prizes at the recent Tercentenary motor pageant. These cups are valued at $100 and $50, respectively, and are soon to be given to the fortunate winners. In the background, beside the American eagle, were two banners, one bearing the word commerce and the other the word peace, while at the sides were official emblems of the celebration.



Rustic display of Weaver & Ebling, New York Pope distributer

In The Dealers' Domain

Giving Something for Nothing

The man was young, but not at all bashful. He drove his motorcycle into the garage with a dash.

"Where's the proprietor?" he demanded briskly.

"Right here. What can I do for you?" inquired the owner of the garage.

"I want a new spark plug."

"Oh! All right," said the proprietor, as he hustled off to get a plug. He had been expecting nothing less than a request for a demonstration.

"Is that one of the 35-cent ones you had in your window?"

"No, but I'll get you one of them," and the proprietor made his way back and picked out one of his "Specials."

"Will you put it in for me, please?"

The proprietor couldn't refuse.

The owner stood by and when the plug was inserted started his motor.

"Doesn't sound any better," he remarked. "Must be in the carburetter." Then, with a sudden thought, "Would you mind adjusting my carburetter?"

The dealer fussed around the carburetter for about 10 minutes and got the motor working just right.

"Say!" said the driver, "I guess I won't need that new plug after all. Would you mind taking it out and putting back the old plug? Funny, I thought it was the carburetter all the time!"

The dealer bit his lip to restrain a rush of language and got the old plug back.

"Much obliged, old chap. See you again!" called the young man to the dealer as he backed out the door.

Whereupon the dealer retired to his private office and did take much thought as to what his correct move might be should he chance to see him first.

Be Able to Back Up Enthusiasm

Once upon a time a rabbit overheard a conversation between a lion and an elephant, both of whom belonged to a menagerie in a circus.

"The best way to attract attention to yourself is to roar," the rabbit heard the lion say to the elephant.

"That's right," the elephant replied. "When I roar people come to look at me, and my keeper brings me more to eat."

"Great idea," said the rabbit to himself, as he bounded off into the weeds of a nearby lot and made for the tall and uncut. "I'll try their scheme. Nobody pays any attention to me because I do not advertise myself properly. If I had begun as a youngster to roar, I, too, would be exhibited before great throngs of people, and be fed on the fat of the land."

So the rabbit reared back upon his haunches and gave a mighty screech, which he mistook for a roar.

"Now, then," he said, "people will know I am here."

"Yes," said a hungry fox that happened along that way and confronted the surprised rabbit. "I am much obliged for the screech. Come on, Mr. Rabbit, I'm hungry and you're my meat."

"Well, I want to state my case before the meal begins," said the rabbit. "I don't think it's fair to eat me. I was only advertising."

"Well, your advertising pulled, didn't it? The trouble with you is, you advertised before you were ready to make good. You advertised, I answered the ad, and now I eat."

Moral: Be able to back up your enthusiasm and don't advertise unless you really want trade and are prepared to take care of it when it comes.

Economy Means "Get Full Value"

Economy does not mean to stop spending. It does mean getting every last ounce of efficiency from every dollar spent. It means cutting out the pie when you have had a full meal of meat and potatoes.

Some men eat pie just because they have grown accustomed to it. They do not need it and would be better off without it. It is the same way in business. There are lots of "waste places"—so to speak—that might best be trimmed off. That is economy. That is efficiency. That is the elimination of waste.

What drains are there in your business that ought to be blocked? What leaks that should be stopped? Where are you spending money inefficiently? What have you got that is not producing? Be it men, material or machinery, it must stand the test.

True economy may even mean spending money. The manufacturer frequently economizes by throwing out old machinery and replacing it with more expensive but more efficient machines. It may mean paying a better salesman more money because he is a larger producer and easily worth it. It may mean spending money in advertising that you may make more sales, getting back your investment in the larger profits. But always it means seeking the utmost.

Office of the Pope Mfg. Co. at Westfield, Mass.

Don't Lose a Patron If It Can Be Helped

Take a Tip From a Big Enterprise Which Is Unwilling to Lose Even a Small Account Customer

Customers will drop out—even the best of them will occasionally quit you and begin trading with the other fellow. In cases of this kind what do you do? Do you let the other fellow keep the customer without any effort on your part to win him back or do you do something? A customer is worth much whether he spends much money or not. His influence is often of greater value than his money.

The example set by thousands of newspapers throughout the country in winning back a subscriber might be followed with profit by the retailer. If you live in a city of 50,000 or less and have had one of the newspapers of the city delivered to your home, and decide for some reason or other, that you do not want to take the paper any longer, you will find that you can't have the paper stopped without a heart-to-heart talk with some representative of the circulation department.

Here is the way the plan works:

You want to quit the paper for any one of a number of reasons. Perhaps the delivery boy is not regular; or perhaps the paper has published some article about you, your family, your business or some of your friends that you did not like, and you decide to have the paper stopped. You probably think all there is to it is to call the office by telephone and give the editor a piece of your mind, tell him what you think of him and his newspaper, and in an awful huff, tell him to stop his blankety-blank paper—that you don't want it in your house and that you won't have it. The editor informs you that he has no connection with the circulation department and that if you will call the circulation department they will take care of the matter for you.

You get the circulation department and order the paper stopped. The young lady who answers the telephone and takes your order is quite pleasant about it. You rant and rage and she wears a smile in her voice all the time. Why she even seems delighted that you are going to stop the paper—acts just like she did the day you ordered the paper started. "All right, Mr. Jones," she tells you. "I shall see that the paper is stopped immediately."

And you believe that ends the matter. But it doesn't. Before another number of the paper is printed a pleasant young man calls at your place of business, and in a gentlemanly manner explains that he had been given your "stop" order and that he was at a loss to know why you wanted to quit the paper. He explains that the paper is the best in the city, and that the management had always thought well of you, etc., etc., and finally he asks, if you haven't already told him, just why you wanted to have your paper discontinued.

You tell him the same story you told the editor, only with less bluster. He endeavors to explain away the objections, and finally asks you to permit the paper to continue until the end of the week to make it even money. If you refuse to do this and he can't do any better, he will order the paper stopped, and in three or four days he is around to call upon you again. He explains that he was out your way and just dropped in. He is cheery and buys a cigar if you happen to be dealing in cigars. If not he finds some excuse to enter and then he asks: "Hadn't we better start your paper again?" If you are still inclined to be angry he goes away and lets you alone, but he drops around again in a few days and he keeps on dropping around until you either agree to take the paper again or threaten to have him arrested for annoying you.

In a filing cabinet in the office of the newspaper is a card bearing your name. On this card is the date you first subscribed for the paper. Every record of change is made, showing when you went away for the summer and had the paper sent to you up in the White Mountains or to some Northern lake resort, when you returned, and finally that you had ordered the paper stopped, and the reason is given. Record is kept of the calls made by the solicitor, and finally you are put among the "dead" ones. But the circulation department hasn't given up hope, and in a few weeks your wife is apt to receive a letter from the paper announcing some very flattering offer that is being made with a year's subscriptions; or that a new story by Jack London or some other fiction writer is going to start, and before you know it you are again one of the subscribers of the paper.

That may seem like a lot of expended energy to get a customer that only pays the company 10 cents a week. If one of your customers who spend only 10 cents a week with you would get angry and flare up, you wouldn't think much about it. If he gave you to understand that he didn't purpose to trade with you any more, that he would take his 10 cents a week and spend it somewhere else, you would laugh at him, and tell him to run along with his dime. At the

Tire department of H. L. Tillsdale's store in Sumpter, N. C.

same time the profit to you on the dime is greater than it is to the newspaper. In the beginning the cost of white paper to the publisher for six copies of the paper is worth about 3 cents. The boy who delivers it gets 3 cents, and the company is then left 4 cents with which to pay solicitors to get new subscribers and to keep old ones like you, meet the circulation department's proportion of the rent, the insurance, etc.

What do you do, Mr. Dealer, when one of your good patrons quits trading with you? Do you go to him and make an effort to have him come back? Only a very few merchants do. They say:

"Oh, he'll come back when he gets over his mad spell."

You give a customer cause, or what he believes to be cause, to quit trading with you, and then you permit him to cool off without making any effort to get him back to your place of business. Wouldn't it be a pretty good plan to follow the example of the newspapers? Go to him and ask him why he doesn't come around any more. Let him know that you have missed him; that you value his patronage, and that you want him to come back. Patch up your differences, and save the customer.

Watch For These Stolen Machines

Dealers as well as motorcyclists are requested to keep on hand the following list of stolen machines. Owners whose machines are stolen should send at once a full description of their motorcycles so that it way be published as early as possible.

A reward of $25 is offered for the recovery of a machine, motor No. 74F347, and which is owned by O. A. Hamilton, 624 Front street, Toledo, O. The make is probably the Indian and the machine is twin cylinder and seven horsepower.

A Pope two-speed, No. 111R5, has been stolen from Amos Shirley, 935 8th avenue, New York city. This machine had a 1914 Rogers sidecar attached.

J. H. Vreeland, P. O. Box 655, Rochester, N. Y., offers a reward of $50 for the recovery of an Indian, numbered 77F532.

A reward of $25 will be given to the finder of a 1913 Excelsior, number 44,755, having short frame stripped for racing, United States tires, no muffler, lamp or lighting system. The owner is E. W. Hohhof, 3510 Wallace street, Chicago, Ill.

Fifty dollars will be given by Nelson W. Curney, Clifford, Mass., for the finding of his Harley-Davidson 1914 twin, two-speed, with motor No. 8522H. It had an Old Sol headlight, tail light, foot rest, cushion on luggage carrier, Troxel No. 1 saddle, Goodyear front tire, Diamond rear tire, clamps on machine for attaching Rogers sidecar and the back of lamp was bent.

A. F. Charlton, 3630 Mapledale avenue, Cleveland, O., has lost a Harley-Davidson 1914 model, two-speed, No. 3886H. When taken the machine had Daisy sidecar attached and was equipped with electric lights.

ROGERS REFINES CAR AND REDUCES PRICE

(Continued from page 24)

increased. With the type of fittings on the Rogers car it is possible to put the sidecar and motorcycle in such perfect alignment as to insure no side drag, and the alignment will long be preserved without straining.

An idea of the realization on the part of manufacturers that the sidecar is every day increasing in popularity, and therefore in demand, can be culled from the lowering in price of the Rogers sidecar from $85 to $75. Naturally the manufacturers expect a large output so that production costs may be less and they may be satisfied with a smaller profit on the individual car.

McCall Heads Pittsburgh Club.

The Pittsburgh Motorcycle Club, of the Pennsylvania city of that name, has moved to new quarters at 5606 Penn avenue, over the Motorcycle Exchange. The club has reorganized, sifting out the non-dues-paying members. Several good "feeds" are on the winter schedule. Ed. ("Goat") McCall, of motordrome fame, has been elected president, to succeed the popular Sam Martin, who, after serving two terms, declined a third nomination.

Harry E. Simon was re-elected to serve as secretary as well as treasurer of the organization.

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THE NEW DEPARTURE MFG. CO.
Bristol, Connecticut

EMBLEM

compares with the ordinary motorcycle in somewhat the same way as a carefully tailored suit compares with ordinary ready-made clothes.

When you uncrate your EMBLEM you have received a distinguished addition into your family: the motorcycle De Luxe. When you lead your EMBLEM out for a ride you have the superlative satisfaction of knowing that nothing you will meet anywhere can have anything on your machine for speed, power, endurance and form.

EMBLEM MFG. CO.
Angola, Erie County, N. Y.

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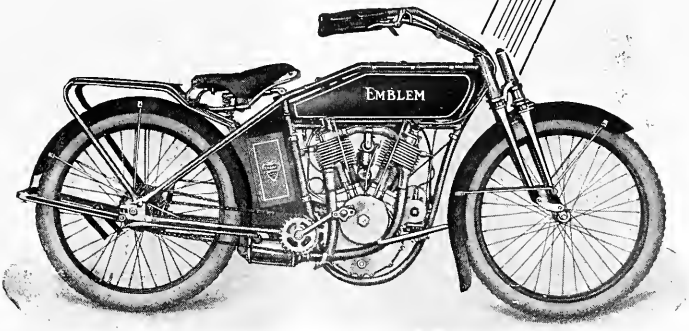
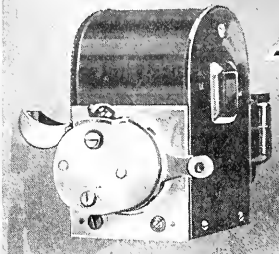
Model 108, Regular Twin, 8 H.P.	**250**
Model 105, Big Single, 5 H.P. .	**200**

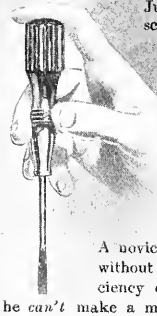


DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running.

Driven side of the DIXIE magneto. Note the metal housing on the brush holders to guard against breakage—the fine external finish and appearance—the dust-, oil- and water-protecting encasement.



Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it.

A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it.

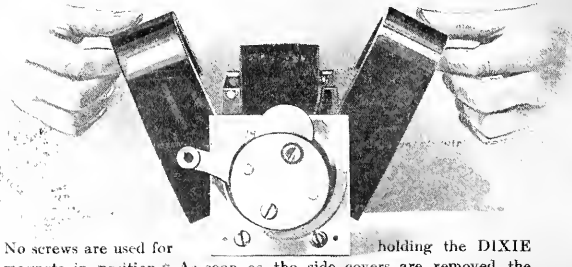
SIMPLE in construction almost beyond belief, so far removed is it from customary practice, and so remarkably effective as to compel the immediate attention of the wisest motorcycle engineers the world over—such is the DIXIE MAGNETO, the new sensational offering of the Splitdorf Electrical Company.

"A revolutionary little chap," was the expressive comment of one of the leading manufacturers after he had taken the machine down and put it together again, in almost less time than it takes to tell it.

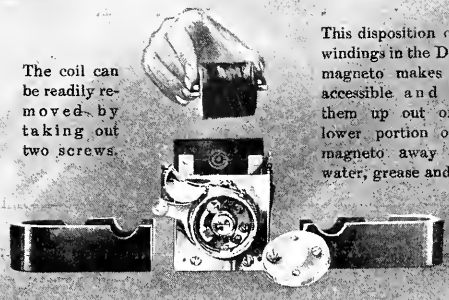
Revolutionary it is—revolutionary in its radical departures from accepted style of construction—revolutionary in simplicity that one wonders that it was not thought of earlier in magneto practice—revolutionary in its ruggedness and startling effectiveness under any condition.

"Seeing is believing" is an old maxim, but skilled engineers of standing have doubted their eyesight when first confronted with the DIXIE MAGNETO—its simplicity and effectiveness being almost uncanny in view of the generally accepted types of more complicated construction.

Absolutely original in design—not merely a variation of old ideas—the DIXIE bears a truly American name and is "Made in America"—designed by American engineers, produced in an American factory and financed by American capital. It is a distinctly new American offering, typical of American aggressive go-aheadiveness, and carrying an American guarantee that backs it before the world.

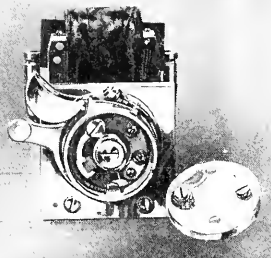


No screws are used for holding the DIXIE magnets in position. As soon as the side covers are removed the magnets can be slipped off and the coil is exposed.



The coil can be readily removed by taking out two screws.

This disposition of the windings in the DIXIE magneto makes them accessible and lifts them up out of the lower portion of the magneto away from water, grease and dirt.



Two screws hold the condenser, and, with these removed, the main breaker-box is exposed. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

DIXIE MAGNETO advantages, by reason of unique features of construction and mechanical and electrical consequence, resultant, are:

Simplicity of construction and accessibility of parts.

Whether timing lever is at retard or advance position, the spark is of the same strength for any given speed. The DIXIE cuts in at 50 r. p. m. and the spark increases in intensity to the maximum motor speed.

The breaker is stationary with the platinum breaker-points outside of the breaker-box. Here the points are not only entirely out of the reach of oil, but are readily accessible for adjustment by simply raising a hinged cover.

No wire on any of the revolving parts.

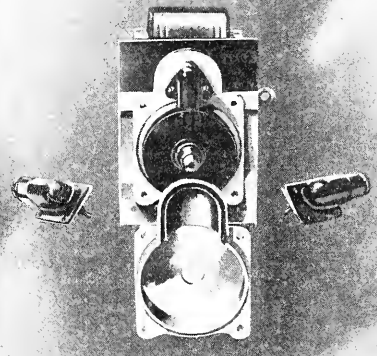
A simple field coil, housed in the arch of the magneto.

No change in polarity takes place in the rotating member. Change of polarity takes place only through the field pieces, which assures the minimum loss of energy.

The high tension current is generated in the winding of the field coil without the use of a special induction coil. Suppression of all harmful influences of centrifugal force on the field winding as well as on the breaker mechanism.

Water, dust and oil—enemies of motorcyle magnetos in general—can have no terrors for the DIXIE. Special felt rings, metal coverings and joints of marvellous ingenuity all contrive to make the DIXIE absolutely water-, dust- and oil-proof.

Write for "Dixie Magneto" Booklet



Spool housing of the DIXIE magneto is removed without disturbing the rotor bearing supports. This enables the machine to be driven *without* the housing. Note distinctly that the *entire* distributing spool is exposed. Water-proofing gasket in the housing is a fine detail of construction.

SPLITDORF ELECTRICAL COMPANY

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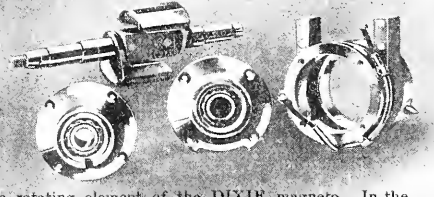
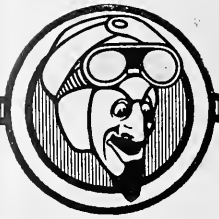


The rotating element of the DIXIE magneto. In the DIXIE there are no revolving windings which are the source of much trouble in the orthodox magnetos.



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are not cheap—the class of material and workmanship will not permit of a low price—but Bosch Magnetos are so well made, so well designed, that their ability to serve efficiently at all times is assured.

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Correspondence Invited

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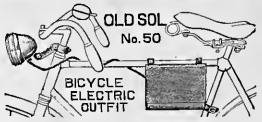

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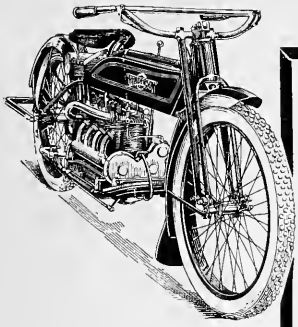

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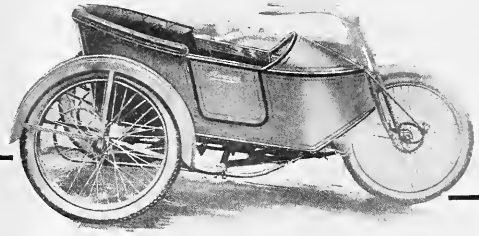

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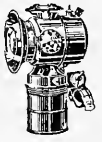

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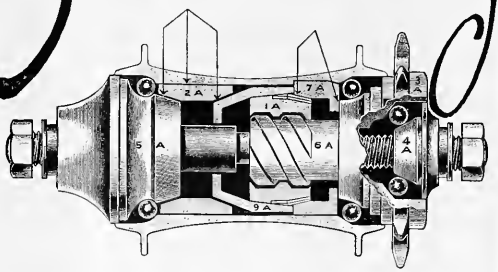

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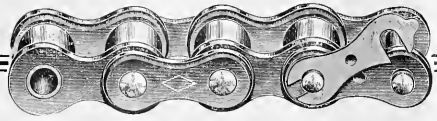

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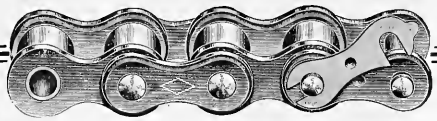

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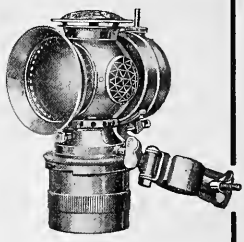

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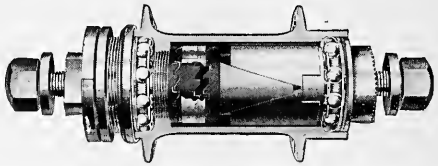

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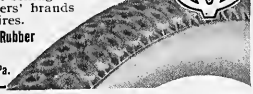

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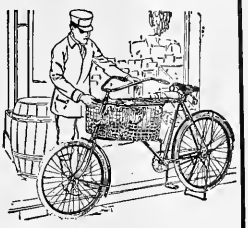

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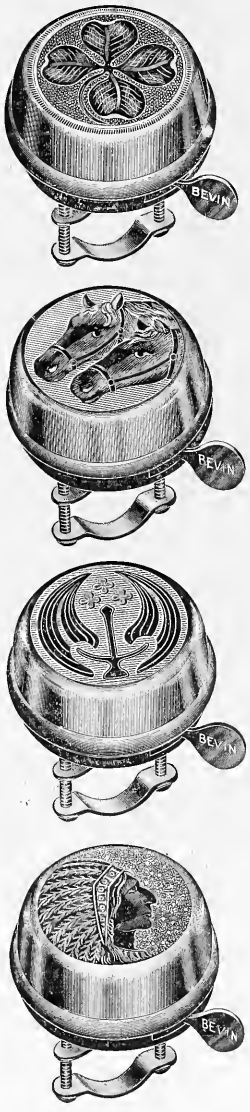

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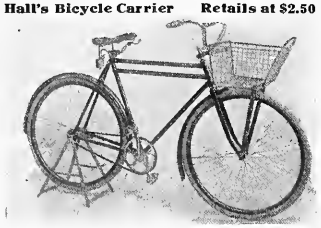

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MOTOCYCLE SUPPLIES
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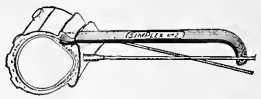
Ask for new Motocycle Catalog No. 58 XX and Bargain Book of Bicycle and Motocycle Supplies No. 146.
Please write us on your letter head
NEW YORK SPORTING GOODS CO
15 and 17 Warren St., New York
"Indian" Agents



Be Prepared
You never can tell when you will have tire trouble, but a set of
Simplex Tire Tools
will always relieve the situation. Be sure to have them in your tool kit. Drop forged steel, Sherardized.
Price, Per Set of Three, 50c.
Manufactured by
STEVENS & COMPANY
High Grade Motorcycle Accessories
375 Broadway New York City

FEDERAL MOTORCYCLE TIRES
"EXTRA SERVICE"
Federal Rubber Manufacturing Co. - Milwaukee

For Sale—Wants—Exchange

A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order

FOR SALE—One 1914 7 H.P. two-speed electric equipped Indian and Indian sidecar, perfect condition; $200 for motorcycle, $50 for sidecar. $25 down, balance C. O. D. KARL OAKS, Oshkosh, Wis.

FOR SALE—Indian-Hedstrom carbureter. 1914 model. Bargain. HILL CYCLE CO., Brownsville, Texas.

AUTOMOBILE AND MOTORCYCLE DEALERS

Indian motorcycle, 1912, No. 77D217, property of David L. Woodall, Jr., stolen Nov. 1st, from his residence. 119 East 177th St., New York. Communicate with E. B. HOPWOOD, 55 John St., New York. Tel. 3796 John.

OUR specialty is parts: for Thor, Merkel, Indian, M-M, F-N, Curtiss, Marvel, R-S and Royal Pioneer motorcycles, all coaster brakes and Eclipse clutches. Ours is the best motorcycle garage and repair shop. We oxi-weld crankcases, cylinders, etc. 40 used machines on hand, $25 up. NEW YORK MOTORCYCLE CO., INC., 1777 Broadway, New York, N. Y., 4th floor.

POPE Motorcycles and Simplex Sidecars agents. RIVERSIDE MOTORCYCLE GARAGE, 533 W. 110th St., near Broadway, New York City.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

BROOKLYN and LONG ISLAND HEADQUARTERS 1914 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Cash and easy terms. Write for catalog and terms. "BOB" BRAZENOR, 1507 Bushwick Ave., Brooklyn, N. Y.

The fellow who tries to attract business without advertising is like the young man who throws his sweetheart a silent kiss in the dark. He knows what he is doing, but no one else does.

Firestone

The name gives *confidence*. You believe in Firestone building and materials, because you know the Firestone reputation.

Fabric specially woven. Greatest quantity of finest rubber. All sizes—all styles—Non-Skid and Corrugated treads.

Leading Dealers Everywhere.

Firestone Tire & Rubber Co.
Akron, Ohio

Cycle Tires

The 1915 R-S

The remarkably low prices of the R-S was the sensation of the Chicago Show. Compare them with all others and write for our selling proposition.

Model R-15—5 h. p. Single	$185
Model R-15—5 h. p. Single with two-speed	210
Model T-15—10 h. p. Twin	225
Model T-15—10 h. p. Twin with two-speed	250

Reading Standard Company
310 Water Street **Reading, Pa.**

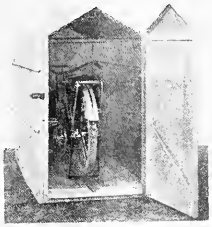
PIERCE

A Quality Bicycle at a reasonable price

PIERCE CYCLE CO.
BUFFALO, N.Y.

Steel Motorcycle Garage

A LIVE WIRE



Next to the motorcycle, it is the most necessary article in the motorcycle field. Jobbers, Dealers, and Riders write for further information.

KELM & BURBACH
Dept. C, 387 Third St.
MILWAUKEE, WIS.

LOBDELL

BICYCLE RIMS ARE BEST

THIS IMPRINT IS A

QUALITY GUARANTEE

SEE that it is on the rims fitted to your Bicycles, and on those you buy for repair work.

Lobdell Rims have been, and still are, standard factory equipment by reason of their quality, and our ability, financially and otherwise, to serve the trade satisfactorily.

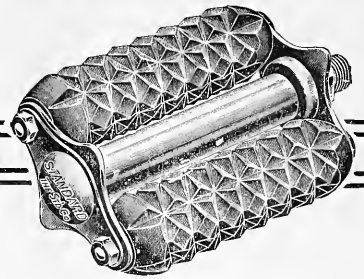
MADE IN ALL TYPES AND STYLES

ORDER FROM YOUR JOBBER

American Wood Rim Co.

Factories: ONAWAY, MICHIGAN
MERY-SUR-OISE, FRANCE

Stocks carried for jobbing trade at
48 WARREN STREET, NEW YORK, N. Y.
1801 SO. MICHIGAN AVE., CHICAGO, ILL.



No. 3 MOTOR CYCLE PEDAL

No. 3 STANDARD MOTORCYCLE PEDALS

When you buy a motorcycle, make sure that it is equipped with STANDARD PEDALS.

Most manufacturers have reasoned out that "STANDARD" EQUIPMENT means increased value on the machine.

STANDARD PEDALS are big, roomy, soft and minimize the shocks. Deeply corrugated to insure positive foot grip. Insist upon STANDARD EQUIPMENT.

The Standard Company
TORRINGTON, CONN.

Why The Morrow Coaster Brake?

There Are Three Essential Features in the Construction of a Coaster Brake.

1st. A Reliable Brake
2nd. A Positive Forward Drive
3rd. A Free Coaster

The superiority of the Morrow Brake on all three of these points is readily admitted upon an inspection of the mechanical construction.

1st. THE MORROW COASTER BRAKE provides the largest and most efficient braking surface of any Brake made. The interior expanding sleeve of spring steel, with a bronze lining, being equally expanded from both ends along the entire center of the hub shell, insures an even pull on every spoke when pressure is applied and brings the bicycle under control in a smooth, positive manner. There are no loose spokes in Morrow built wheels for the side pull has been eliminated.

2nd. The mechanical principle involved in the Morrow forward drive is the simple "screw and wedge." The drivers consist of a clutch ring divided into halves, the two opposite pair of ends being tapered which allows the wedge shaped portion of an expanding nut to force these rings apart, thereby giving a positive grip against the inner surface of a reinforced hub shell and directly under the driving sprocket.

3rd. One of the most common sports among cyclists is the "Coasting Test" and in this particular the MORROW running frictionless and noiseless on twenty-four one-quarter inch balls will most readily prove its superiority. (Try it and see.)

When a MORROW COASTER BRAKE is sold, it stays sold. You don't have to nurse it constantly to keep it going. It will work under every condition of use, abuse, or neglect. (Just oil it twice a year.)

It is far better to sell a Morrow Coaster Brake that will give you and your customer no trouble than selling a more widely advertised brake that is a constant annoyance to both. Haven't you wasted enough original profit in all these years to warrant your getting in right for 1915?

Built by the

ECLIPSE MACHINE CO., Elmira, N. Y.

Licensed Coaster Brake Manufacturers

The Biggest Event in Cycledom Since the Advent of the Pneumatic Tire

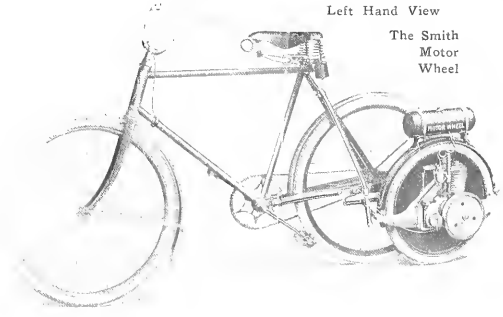
THIS expression was used recently by one of the largest manufacturers of bicycles in the United States in speaking of the Smith Motor Wheel, the wonderful, new bicycle propeller which can be attached to or detached from any bicycle in a few moments; develops a speed of 20 miles per hour and weighs less than 50 pounds. The

Smith
Motor Wheel

propels any bicycle with a total absence of vibration. Climbs a hill as easily as it goes down one. With it you may ride in absolute safety and without soiling the clothing. It consists of a gasoline motor mounted on a small pneumatic-tired wheel placed beside the rear bicycle wheel and contains motor, magneto, carburetor, driving gear and gasoline tank.

The Smith Motor Wheel will be the biggest boon to bicycle dealers in years

Left Hand View
The Smith Motor Wheel



Applications from reputable, well-established dealers are cordially invited

Motor Wheel Department, "B"

A. O. SMITH COMPANY
MILWAUKEE, WIS.

SOLE MANUFACTURERS AND DISTRIBUTORS

The Bicycling World and Motorcycle Review

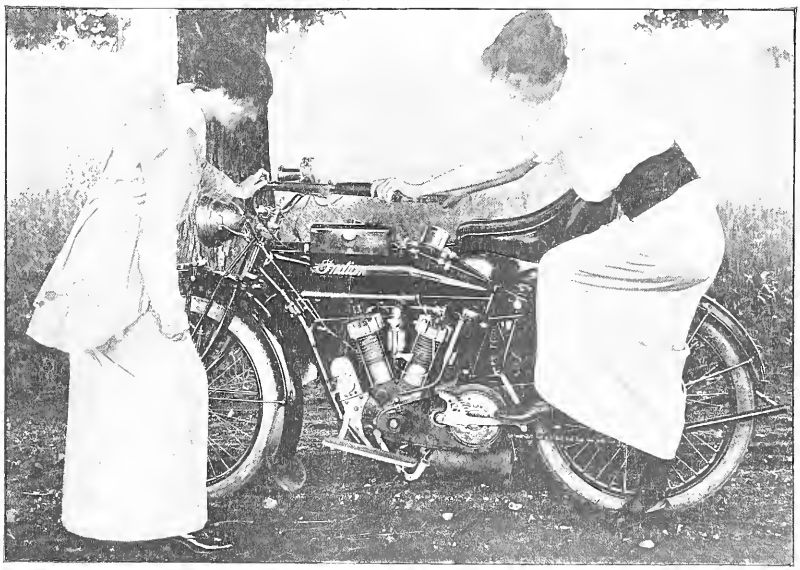
Founded 1877

37th Year | New York, November 17, 1914 | Ten cents a copy Two dollars a year

No Pedals—No Palpitation of the Heart Trying to Start The

1915 *Indian* Motocycle

Simple—Positive



So Easy to Operate That the Slight Pressure of a Lady's Foot Will Start Motor

The *Indian* Starter Is The Only One

Worth While, Back Firing has no effect on it. No danger to the operator. No complicated mechanism to get out of order. Equipped on all 1915 *Indian* models, except D-1 and E-1.

This Starter can be applied to 1914 Twin *Indian* Two-Speeds.
Send for Dealers Catalog, it Gives Full Description.

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS:

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

Will your profit on equipment go into the cash drawer, or into "free service"?

No motorcycle rider really wishes to burden the dealer with an unprofitable amount of "free service." But he wants and rightly expects a lighting system that will be as sturdy as his motorcycle. If he doesn't get it, he is going to come back with his troubles.

When you boost any lighting system to your customers, saying it is "practically trouble proof," etc.—then you must be prepared to make good your word, because trouble always comes home to roost.

The first real "spill" usually upsets all the fine theory about electric systems. As to non-spillable batteries, get one and turn it upside down. See what happens! Let it drop on the floor or pavement—just once.

PREST-O-LITE

Means reliable light for the rider and reliable business for the dealer

If you don't know about the "kicks" and loss of money on free electrical service, ask any dealer who has tried it.

Instead of pushing anybody's electrical equipment, make up YOUR OWN equipment and PUSH IT.

You can offer a Prest-O-Lite, an Automatic Reducing Valve, a lamp and a good mechanical horn, for about ONE HALF the price of an electric outfit and MAKE MORE MONEY on it, and the rider gets a lighting system that costs less to buy and less to operate.

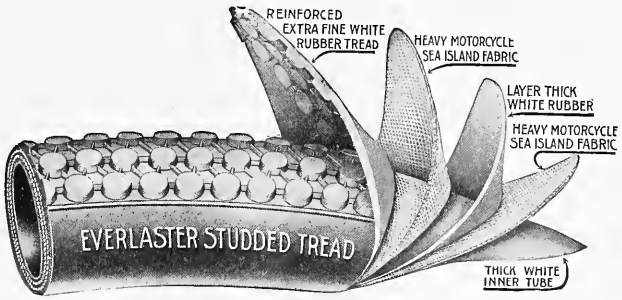
No "kicks" and free service losses on this equipment, either.

If you haven't already figured this out for yourself, write for detailed information.

The Prest-O-Lite Co., Inc.

245 Speedway **Indianapolis, Ind.**

Exchange Agencies Everywhere



Riders and Dealers for the past two years have been deriving a great amount of service from Ever Laster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

Who Would Own *Indian* After These Victories in Power,

San Diego-Phoenix, 416 miles desert and Mountain Roa Spring Frame Indian. Time: 14 hours, 20 minutes. Averag rough mountain trails, finishing far in advance of hi

ALL INDIANS ENTERE

THE INDIAN IS THE VICTORIOUS WINNER FOR TH

El Paso-Phoenix 537 Miles Desert and Mountain Road Race, won b one he used in his record-breaking transcontinental trip. Time: desert sands and mountain trails that reached the altitude

Leading His Competitors At Th

REMEMBER THIS: THE INDIAN NEVER MAKES A NOISE OV MINOR EVENTS

MR. DEALER, you don't have to tell your prospect that y the Indian is and has been the most consistent winner in a "has-been" or a "going-to-be." It is king of all motorcycl

Send for 1915 Speci

Hendee Manufacturing

(Largest Motorcycle Ma

BRANCHES AND SERVICE STATIONS: Chicago Dallas Kansas C

nything But an
ruelling Contests and
peed and Endurance?

e, won by Lorenzo Boidio—mounted on his stock Cradle ed, 29.03 miles per hour, through desert sands and petitors.

NISHED FOR PRIZE MONEY
COND TIME IN THE SAN DIEGO-PHOENIX RACE

Baker, mounted on his stock Cradle Spring Frame Indian, the rs, 52 minutes, average speed 34 miles per hour, through feet.

nish By 1 Hour, 38 Minutes

OND PLACE. IT NEVER ADVERTISES IN A MISLEADING WAY CE WINNINGS.

the Indian can or might some day do these things, for s of contests over the entire world for 14 years. It is neither

ler's Catalog Now

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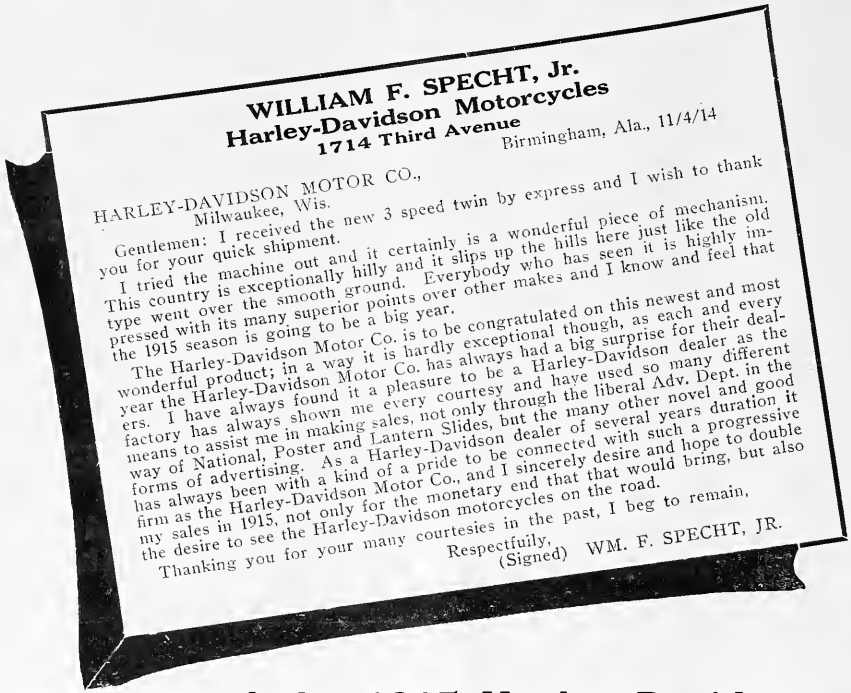
An Appreciation of the Harley-Davidson



WILLIAM F. SPECHT, Jr.
Harley-Davidson Motorcycles
1714 Third Avenue

Birmingham, Ala., 11/4/14

HARLEY-DAVIDSON MOTOR CO.,
Milwaukee, Wis.

Gentlemen: I received the new 3 speed twin by express and I wish to thank you for your quick shipment.

I tried the machine out and it certainly is a wonderful piece of mechanism. This country is exceptionally hilly and it slips up the hills here just like the old type went over the smooth ground. Everybody who has seen it is highly impressed with its many superior points over other makes and I know and feel that the 1915 season is going to be a big year.

The Harley-Davidson Motor Co. is to be congratulated on this newest and most wonderful product; in a way it is hardly exceptional though, as each and every year the Harley-Davidson Motor Co. has always had a big surprise for their dealers. I have always found it a pleasure to be a Harley-Davidson dealer as the factory has always shown me every courtesy and have used so many different means to assist me in making sales, not only through the liberal Adv. Dept. in the way of National, Poster and Lantern Slides, but the many other novel and good forms of advertising. As a Harley-Davidson dealer of several years duration it has always been with a kind of a pride to be connected with such a progressive firm as the Harley-Davidson Motor Co., and I sincerely desire and hope to double my sales in 1915, not only for the monetary end that that would bring, but also the desire to see the Harley-Davidson motorcycles on the road.

Thanking you for your many courtesies in the past, I beg to remain,

Respectfully,
(Signed) WM. F. SPECHT, JR.

An Appreciation of the 1915 Harley-Davidson and of Harley-Davidson Policies in General

Read every word of Mr. Specht's letter. It came to us absolutely unsolicited and it tells its own story.

The Engineering and Production Departments of the Harley-Davidson Motor Company are turning out the best line of motorcycles they know how to design and produce. But in addition to this the Harley-Davidson organization has given all other departments unusual consideration, realizing that each individual department must fit into the work of all other departments, and in itself must be just as efficient as the others in order to maintain a high degree of efficiency all along the line.

For instance, parts orders are handled so expeditiously through the Service Department that almost without exception orders received up to 4:30 in the afternoon are shipped on the same day of their receipt.

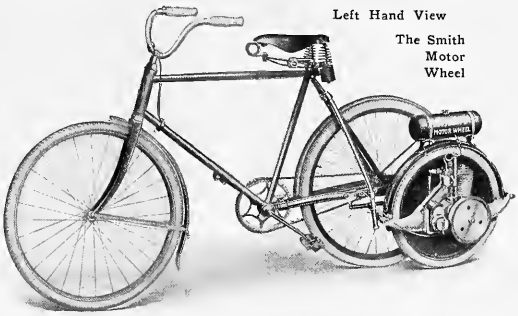
If, as a dealer, you desire to tie up with a live, progressive organization and feel that you are able to represent the Harley-Davidson motorcycle in keeping with the Harley-Davidson reputation, get in touch with us at once.

Harley-Davidson Motor Company

Producers of High-Grade Motorcycles for Nearly Fourteen Years

Milwaukee, Wis., U. S. A.

To the 1100 Dealers Who Have Applied for Territory—



Left Hand View
The Smith
Motor
Wheel

Your application is having our attention. If you have not heard from us, we ask your patience.

Realizing the tremendous importance to the bicycle industry of the Smith Motor Wheel, which can be attached to or detached from any bicycle in a few moments, that develops a speed of 20 miles per hour and weighs less than 50 pounds, we wish to investigate the responsibility of each application before closing territory. The

Smith
MOTOR WHEEL
"The Bicycle Booster"

is the greatest thing that has happened in bicycledom in fifteen years.

Every boy and girl, every man and woman is a prospective buyer of the Smith Motor Wheel. It affords all the pleasures of outdoor recreation without effort on the part of the rider.

The Smith Motor Wheel is vibrationless and cleanly. In a word, it is all that is needed to once more make bicycling the most popular outdoor pleasure in the whole country.

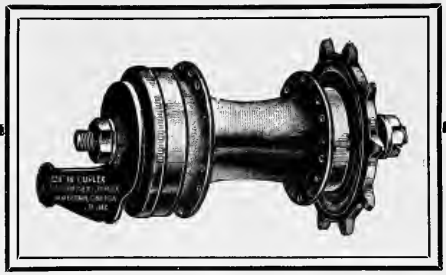
Further applications for territory are invited from reputable dealers.

We will be glad to have dealer applicants mention what makes of Bicycles and Motorcycles they are handling and approximate volume of business done.

The Smith Motor Wheel is fully protected by U. S. and foreign patents.

Descriptive Literature on Request

MOTOR WHEEL DEPARTMENT
A. O. SMITH COMPANY
Sole Manufacturers and Distributors
Dept. D MILWAUKEE, WISCONSIN



"Corbin Control Means Safety Assured"

A thoroughly efficient brake should not only be capable of bringing a bicycle to practically an instantaneous stop, but also of controlling its speed as gradually as the rider desires.

Furthermore, the action of the thoroughly efficient brake should be smooth and powerful after long and rigorous service.

In both of these brake-essentials the maximum of efficiency is found in

CORBIN
DUPLEX
Coaster Brakes

A service record of more than 14 years proves it.

The slightly larger size of the Corbin Duplex Coaster Brake makes possible the utilizing of the maximum of brake surface and the adoption of larger ball bearings throughout.

These two features, together with the highest quality material and the most accurate workmanship, account for the unequalled power, perfect control, smooth action and durable service for which the Corbin Duplex Coaster Brake is famous.

Remember! More than 14 years of dependable service endorse the Corbin Duplex Coaster Brake — a guarantee covering a period of 12 months from date of sale stands as an assurance of absolute satisfaction.

Specify the Corbin-Brake for your new bicycle.
Equip your present wheel with one.

Catalog on request

THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin-Brown Speedometers and Automatic Screw Machine Parts

Vol. LXX New York, November 17, 1914 No. 9

The Week's News : : at a Glance : :

Opportunity Offered for Trade Over-seas

Splitdorf Prizes for Savannah Race

Indian Shipment Goes via Canal

Boido Wins Desert Classic

Parkhurst Victor at Phoenix Races

New York Six-Day Grind Started

SPECIAL FEATURES

Joe Buckingham and His Work

John Prospect's Adventures

Looking Into the Remy Electric Lighting System

Achievements of the Motorcyclists in the War

Here and There With the Racing Game

What the Dealers Are Doing

Watching the Foreign Market

What Is Going on in the Theater of War, Seen Through the Eyes of American Two-wheeler Dealer — Opportunities for Over-Seas Trade

The wise dealer who knows his foreign market is whispering a word of advice into the ear of the would-be exporter who thinks that all he needs to do to reap substantial profits is to send a list of his goods to some dealer in Europe or South America.

The American manufacturer who has built up by steady and painstaking effort a foreign trade has now great opportunities before him for extending that trade. But the manufacturer who has never before attempted the sale of his goods abroad, and who believes that he can gain a firm foothold there by sending literature to whatever point he chooses is bound to be somewhat disappointed. The letter and literature method of selling goods is not effective to a great degree in ordinary times. Under present circumstances it is not going to be as effective as usual.

Before building for foreign trade the manufacturers are warned by the consuls in various countries to make a study of conditions where they hope to dispose of their goods. Because some article has proven a wonderful success in America cannot be accepted as assurance that it will be readily accepted by buyers of other countries where conditions and requirements are different. Trade policies of the region attempted must be given careful consideration in order that no mistakes be made by the exporter.

It is not possible to get any straight idea of trade conditions in the various portions of Europe and Asia at this writing, but a certain amount of information has come in from the consular reports and from the trade papers abroad that should be of interest to the two-wheeler dealer in this nation.

What Is Going On In England

Whoever thinks that the two-wheeler business in England has received a knockout blow from the war has the wrong idea about conditions across the pond. The trade press there is cheery in its tone, and resents any statement that English firms are not doing business as usual. The motto "Business as Usual" is seen in the windows of enterprising dealers all over the country. It is not denied that the retail trade has

fallen off considerably, but the trade papers claim that this loss has been offset by the large orders secured from the government and from abroad. The post office has ordered 1,000 machines from two firms in Birmingham, and the Enfield Cycle Co. is disposing of 50 of its 3-horsepower twins to the Belgian government. J. B. Brooks & Co., Ltd., of Birmingham, reports a large demand for saddles, spare belts and tube cases, tool bags, carrier bags, sparking plug cases. For the bicycle the same company reports a demand for "military saddles," special tool bags and rifle clips. The factory is working at high pressure.

Great Demand for War Supplies

The British War Office has ordered for immediate delivery 12,000 cycle tires from the Mosely Co. Parts for 35 motorcycles have been ordered to be shipped to an unknown destination abroad. The New Hudson Cycle Co., of Birmingham, is working on 1,200 bicycles of the military pattern for the British War Office, and it is said that this firm is one of the fortunate ones to share the order from the Russian government. This order is said to amount to 3,000 power-driven two-wheelers. So large was the order that no one firm could handle it all, the result being that several of the leaders shared it, among them, it is said, the Indian branch in England. Chater Lea reports that no sale of 8-horsepower sidecars will be made for three weeks as that time will be needed in filling the Russian order. The exports for the nine months to September total $1,000,000, which is more than in 1913.

A well-known dealer says of conditions that "the retailers are settling down very well. None have closed down. In the majority of cases they have lost some of their staff, who have joined the army or been called up. The cycle trade is normal, though the sale of new machines has dropped more than usual for this time of year. There is evidence that new accessories will not be sold so freely, customers being cautious not to waste money on a new lamp if the old one will still burn. Covers and tubes are selling as usual. There has been a shrinkage of cycle riders, but not to a great extent considering the men who have enlisted. But the retailer is running on stock and buying hand to mouth, a circumstance that will immediately, if temporarily, affect the manufacturer."

Chains are made in sufficient quantities to warrant there being enough for the home market and the American trade as well. For the American dealer accessories offer the best opportunity in England. Several importers of accessories have signified their willingness to negotiate with American manufacturers of these goods. The Tonlyte Mfg. Co. of London has asked for data about American-made motorcycles.

A Few Pointers About the Colonies

The splendid field of Ireland is entirely controlled by the English firms, and information from the American consul at Cork indicates that American firms entering the territory will be obliged to adopt English structural characteristics in order to have their goods received with any favor. The trade in Ireland amounts to about $1,000,000 yearly.

Canada and Newfoundland both represent a good field to American cycle supplies exporters. A complete motorcycle regiment has been outfitted for service in the former country and it is said that many people who have given up automobiling on account of the hardships of the war have taken to the motorcycle and the bicycle for their recreation.

It must be remembered by prospective exporters to Newfoundland that the country is separate from Canada, and merchants or importers there are adverse to having their inquiries referred to a branch establishment in the other country. Also, in shipping goods to these two countries, extra care in filling orders and packing the goods would bring a substantially increased business.

South African consuls, together with the Hendee representatives and the Harley-Davidson people, report a great opportunity there for cycle manufacturers.

It is said that the standard English models, in spite of lighter power and frames, have proved themselves serviceable over the rough roads and long routes of this country. But this is no reason why the American models, built for conditions very similar, should not prove more serviceable.

Australia is a confirmed user of British makes in motorcycles and bicycles, but the head of one of the leading import houses there has stated that American accessories should find a market in that country.

American consuls abroad outside the theater of war say that there is an opening for American trade in many of the countries like Sweden and Norway. The two-wheeler dealer, whether or not he desires to try the export game, might be interested in the following items:

The gross imports of cycles into Switzerland for the past year were valued at $560,000, of which only $45,000 was British. The corresponding figures relating to motorcycles are $60,000 and $7,500. The significance of this is that the factories in France and Germany have largely shut down on account of the war, so that if Switzerland maintains her demand for two-wheelers she will have to go outside the continent.

The motorcycle in South African streets attracts crowds of spectators

A recent consular report is authority for the statement that Sweden wants to buy American motorcycles.

From the same source comes the statement that Norwegian importers in large numbers are requesting the names of export firms in the United States to which they can send orders for manufactured articles, especially machinery. (A special list of Christiana importers can be obtained from the Bureau of Foreign and Domestic Commerce and its branches.)

A firm in Great Britain wants to get in touch with American makers of small and inexpensive motorcycle magnetos. Application should be made to the Bureau of Foreign and Domestic Commerce, Washington, D. C., mentioning Opportunity, No. 14,107.

Succeeding With Motorcycles as a Sideline

Manager of New York Distributer Tells How He Lands Many Sales Though His Department Is One of Several—Follows Up Commercial Prospects in Slack Times

"The barber no longer brings forth his tongs after giving you a shampoo to pull out that third molar of yours—you get the dentist to do that." Perhaps this is the way it was explained to you that you are living in an age of specialization. And in affirmation you wisely shook your head. You realized that there are doctors who take care of your nose and throat, some who will only examine your brains, should that ever be necessary, and others who will take care of your stomach after an epicurean banquet and bacchanalian revels. The same seems to hold true of other professions. So much has been learned of different subjects that it is argued that even more than one lifetime is required to master thoroughly one subject alone.

Coming in Contact With a Live Wire

The cry of specialization has spread to the world of business. "Concentrate!" you will hear people say. "Concentrate all your efforts on one line; then, and then only can you expect to succeed." But is it wise to specialize on just one thing in business to the exclusion of all things allied to it? It's an open question. However, in making my rounds of the dealers in New York the other day I came across a real live wire in the person of the well-known rider, Joe Buckingham, of Weaver-Ebling, Pope distributer, who is making a success—a distinct success—of selling motorcycles and bicycles as a sideline for his concern which deals in automobile accessories.

As I entered the store I passed a splendidly conceived window display, showing a late model Pope surrounded by vari-colored autumn leaves and appropriate rustic material. My anticipation of the interior arrangement of the store gotten from the impression which the window produced on my mind was not disappointed as I went inside, for I realized immediately that this was a place where there was a place for everything and everything in its place.

On the left side was a long row of showcases kept clean as a pin, which disclosed automobile and motorcycle accessories arranged in a neat and attractive fashion. On the right side was an interesting little exhibit of old bicycles which revealed the evolution of the two-wheeler from the beginning of the last century and ended up with a line of Pope machines. Near the door was a bulletin for the motorcycle club announcements, while in the back were shelves containing black painted and white numbered boxes for systematically putting away motorcycle accessories. There were also racks which bore a large number of clean tires.

Joseph Buckingham

Other Departments Help His End

Buckingham was busy at instructing one of his assistants in filing away supplies when I interrupted him. He came forward with a cordial smile and grasped my hand in a warm welcome. I felt "at home" immediately, and after we had seated ourselves comfortably and lit up our smokes, "Buck" began:

"With us motorcycles and bicycles are a sideline. But the very fact that we also sell automobile accessories is not a hindrance, but a boost to our motorcycle business. Suppose a man comes in here to get some part for his auto. He stops to give the single-tracker the once over and we are always glad to explain everything to him. That man may himself become an owner or in speaking about what he saw to his friends he certainly is doing good publicity work for us without knowing it. Then, too, you must consider that an organization having more than one source of income can tide itself over during the slack portion of the season and be able to do effective advertising just before the rush starts. Our different departments, of course, fit together perfectly."

"What do you do to keep things going during the late fall and winter?" I asked.

"Hustle," was the laconic reply.

"Just how do you go about it?"

Making Sales by Being on the Alert

"Well, when people are not buying motorcycles for pleasure purposes it's a good time to get after merchants and show them the advantages of the commercial combinations. While standing by the door the other day I happened to see a huge truck pass by, owned by one of the largest tire producers in the country. There were only a few tires in it and the idea occurred to me that there was a chance to sell some motorcycle vans. I went down to see the purchasing agent and tried hard to convince him, by presenting figures and facts, that it was to the advantage of the company to use the single-tracker on small deliveries in scattered sections. But he couldn't see into it. Then I offered to let him try out the machine and promised to refund payment if what I said about it did not prove true. Well, he has bought several machines from me since. This is only one instance of the way in which we are constantly on the alert to bring the motorcycle to the attention of business houses. I don't believe in sitting with my feet up on an oak desk waiting for John Brown to come in and buy.

"Recently we sold eleven machines to the Water Board because I was able to show the P. A. that the aqueduct police to keep peace and order among the laborers on the water supply system

Interior view of the Weaver-Ebling Automobile Co. store showing motorcycle department

needed to cover ground faster was, not a horse, but a motorcycle."

"How do you get after prospects?" I inquired of Buckingham as we lit fresh cigarettes.

"Our file system, catalogs, follow-up letters and personal calls take care of that. If we hear of anyone really interested in motorcycles we send him a catalog, enter his name on a card and if follow-up letters elicit no replies we call on him. Our cards are arranged in rather a unique way. There are spaces for the name and address, date of the call, and also for notes concerning our observations of the traits of the prospect's character, which will enable us to make the right appeal to him.

Value of Catalog in Securing Business

"Let me show you how our catalogs bring business," continued Buckingham, smiling with enthusiasm. "A salesman of a big company found that through the suspension of the auto service between the factory, located away from transit facilities, and a point some four miles off, it was necessary for him to walk nearly eight miles each day, which incurred a great waste of time. Now, the manager of that company had one of our catalogs in which we use a picture of the motorcycle on the first page. Now watch this: The salesman asked for better locomotion. A horse and buggy would be too expensive and an automobile prohibitive. That's what both the salesman and the manager thought. 'Well,' said the manager, 'how would you like a motorcycle?' The salesman consented and they brought out a Weaver-Ebling catalog and looked at our machine. There were no objections to the recognized make we handled, so that we landed that sale easily."

"Do you believe in using the newspaper for publicity?"

"Every Sunday we run an ad in one of the metropolitan dailies and it costs us $17.50 per insertion. It may seem expensive, but we believe in advertising."

System in Putting Away Parts

Here Buckingham was interrupted by a telephone call and I had an opportunity to watch his assistants. I found that, like their manager, they wore coat sweaters and that, though not dressed in a showy way, they were well dressed and their faces showed that they were the kind of men that people like to deal with. But this was to be expected in a store so systematically arranged which boasted of the kind of bookkeeping which accounts for every cent received and expended.

I saw how one salesman was putting the parts away in white numbered boxes. Each part had a tag attached to it on which was marked its name and catalog number. Then in the catalog he entered, opposite the part, the number of the box in which it was placed. The value of this system was immediately obvious, for when a customer came in, by referring to the catalog, the accessory or part in question was quickly located in its box.

When "Buck" had finished his conversation on the 'phone he came back to his little office, seated himself, and when he had blown a few meditative puffs of blue smoke toward the ceiling I thought he was ready for my next question.

"Do you sell machines on the deferred payment plan?"

"Yes," answered Buckingham, "but usually only to employes of the government, whether city, state or nation. We will sell to others only when we are absolutely sure of their honesty. We ask about one-half of the list price of the machine as first payment and then five or ten dollars a month, depending upon the individual. Where there is even the slightest doubt concerning the responsibility of the would-be owner, we turn the collection of the account over to a broker, getting from him the list price of the machine minus 5 per cent, while the buyer must pay the list price and 10 per cent on it in installments, so that we assume no risks."

"Have you lost money on the partial payment method?"

"We did lose some money while learning, but we are wiser now and lose mighty little."

"Does your reputation as a rider help you much in business?" I asked Buckingham.

Believes in Fostering Motorcycle Club

"You bet!" he shot back. "Every time I take a machine on the road someone passing me will be bound to greet me with a "Hello, Buck," and I may not know him at all. He has undoubtedly seen or heard about me before and this helps me a great deal in making friends.

"Being able to ride I can go out with the motorcycle club which I have organized of the riders who are customers here. This enables me to keep an eye on each man's machine, so that if ever he sets up a howl about being stuck, on the machine I sold him, I can tell him pretty quickly what's the matter.

"Perhaps you would be interested to know something about our club," said Buckingham, doubting whether I cared to hear about it. But upon being assured that it was just one of the things which I came to learn of, he continued: "We don't ask every Tom, Dick and Harry to join. We select those men who we feel will be a credit to the association. We want the right man only. Not the fellow who dresses in a dirty suit and looks slovenly. I insist upon every man wearing, if possible, regular motorcycle outfits, and when the fellows go out on a run they make an appearance of which all of us have reason to be proud. Not long ago I got the members suits at wholesale prices."

Here he showed me one of the suits and asked what I thought it was worth. I had to confess that I was not a judge of the value of suits but that I thought the one he let me see was worth at least $15.

"Well, as a matter of fact, they cost the boys just $5 each. With the dues we collect, 50 cents a month, from each member, we get good chicken dinners whenever we go out on a run."

"Do you maintain a repair department?"

"We have no regular repair department with a mechanic in charge overhauling machines, etc., but we have a bench, vise, lathe and necessary tools in back of this store which all riders can use. If there is something he does not understand about repairing his machine we are only too glad to show him. If he wishes to take some of the tools home with him to use there, he is perfectly welcome to do so with no charge, providing he returns them within three days. A fine of 25 cents is charged for each day over due, which reverts to the club treasury."

"But isn't that giving a lot away for nothing?" I inquired.

Gives Every Possible Service to Riders

"Not a bit of it," was the quick response. "We believe in cementing the ties that exist between us and riders, not because we're philanthropists but because it's good business. Any rider coming to New York is invited to store his machine here free of charge, and if he telephones us in advance we will have rooms reserved for him at any hotel and extend any other courtesy to him that we can. We do not keep gasolene, but oil is given to our rider-guests for nothing. But perhaps I ought not to say for 'nothing.' We get good publicity in return and make many friends."

"Just how does it work out?" I asked him, becoming interested.

"We figure that as you travel out of the city motorcyclists become fewer in number. The visitor who leaves us tells his friends about the hospitable treatment he has received at our hands and the good news soon spreads and travels back to its source.

"By the way," continued "Buck," you've made me do all the talking so far. Haven't you something to tell me? We don't believe around here that we've learned all there is to be known. When I went out West I came back with many new ideas about selling and display which we were able to use here."

So both of us lit up some more smokes and had a little talk on methods used in different places, and I was surprised to learn how much Buckingham really knew about the trade in general. After our conversation he insisted upon taking me down to the cellar, where I saw long rows of tires for automobiles and motorcycles stretched along the length of the building. There was also a dynamo for operating a tire pump—another free service to customers.

Just before I left, while "Buck" and I were shaking hands, he said: "Bicycling World and Motorcycle Review has the right dope in urging the dealers to stop knocking each other. In doing so dealers only help to sell the other fellow's goods. We're all in the trade for a common purpose and we ought to work harmoniously toward that purpose."

The entire conversation with Joe Buckingham showed that he was a keen salesman, who used methods that meant success in motorcycle sales even though his concern did not specialize solely in selling single-trackers.

Getting Prospects by Fair Exhibits

"Farmers are buying motorcycles even when they have automobiles," says Alvin Crouch, Harley-Davidson dealer in Bloomington, Ill. Though Mr. Crouch's territory embraces but the southern part of McLean county, Ill., he has exhibited not only at every fair in his territory, but he even went several miles across its boundary into Atlanta, Ill., because he knew that many people in his portion of the county would visit that fair also.

"The farmers are waking up to the fact that the motorcycle is a practical necessity on the farm, and instead of being a luxury should be looked upon as part of the regular farm equipment," Mr. Crouch declares. "Transportation is a problem in the country. There are no street cars passing every few minutes to take the farmer and the members of his household to and from the shopping districts.

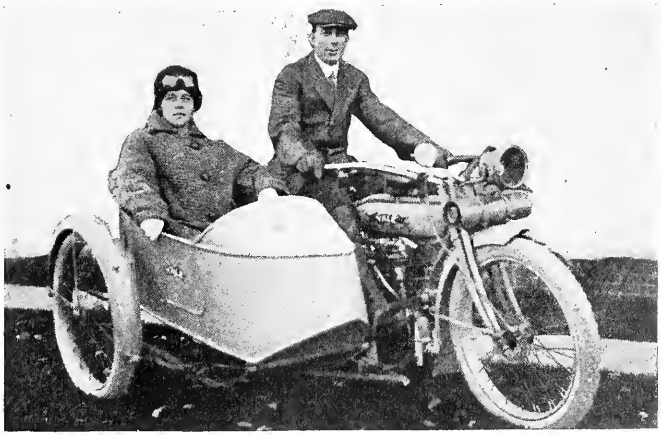
"I wish that we had better competition in the selling of motorcycles. If there were two or three good dealers in my territory we could stir up a great deal of business. The expense I have gone to in exhibiting at fairs and at carnivals was well worth while. Exhibits at fairs and at carnivals are productive of results.

"Many names of prospective purchasers are obtained at these exhibits. As we use a tent and have our exhibits outdoors, we are permitted to have gasolene in our demonstrating machine. This makes it possible for us to take prospects in the fair grounds and give them actual demonstration of the flexibility and power of the motorcycle.

"With a card index of the list of prospective purchasers we have a definite file to work systematically with follow-up literature and personal calls. The prospects can be laid out on the route sheets and visited systematically."

An effective exhibit was held by Lueck Bros. at the county fair in Chippewa Falls, Wis. When an interesting demonstration was given by H. L. Schwind, a salesman of the Harley-Davidson Motor Co., a host of visitors flocked to the race track to see the machine speed round at a good clip. As the motorcycle was run back to the tent a good crowd of people earnestly desirous of getting further information came to the tent to find out to what use the machine could be put in rural districts.

"We are not expecting immediate business from the exhibit," said Walter Lueck. "However, we made one sale right on the fair grounds. Better than that, we obtained the names and addresses of a large number of people who undoubtedly will become motorcycle owners."



Mr. and Mrs. David Artmann share their pleasures in a Yale and sidecar

Boido Wins Desert Classic

Phoenix Youth Captures Honors in San Diego-Phoenix Race—Baker Leads in Great Run From El Paso, Texas, Finish on the Same Day

"Old War Horse" Baker, El Paso winner

Over the sandy roads and desert plains that stretched from San Diego to Phoenix, Ariz., on November 8th came the daring riders of the power-driven two-wheelers in the race that has come to be known as the desert classic. A route of 407 miles over the shifting sand dunes and narrow pathways of the sun-baked desert was to be covered, and covered it was by a lad from Phoenix, Lorenzo Boido, riding a seven-horsepower Indian twin, in the wonderful time of 14 hours, 19 minutes.

Second to pilot his machine over the tape between the lines of spectators who lined the streets of Phoenix to the number of 5,000, was Harry Crandall, of Phoenix, mounted on a Harley-Davidson two-speed, while another Harley-Davidson carried Art Holmes, of San Diego, to the mark a minute behind him. But owing to stored gains in the first two laps Holmes was awarded second place.

Boido's victory was something in the nature of a surprise, because, while he was known to be a skilful road plugger it was not expected that he would have the necessary endurance to bring his big machine across the desert route, which is as trying on the rider as any in the world. It was a race on tires for the youthful speed exponent, who made a non-stop performance between controls—the race being run in three stages. Both Boido and Derkum, last year's winner, are experienced desert men, and although Derkum predicted the success of his youthful rival, he made every effort to win the honors for himself, failing on account of bad luck and mishaps. Once Derkum waited until a storm had passed over and then set out by moonlight in an effort to overtake the leaders, finishing the stage at Agua Caliente in the small hours of the next morning. Even this measure failed to bring him up to the men who were setting a record-breaking pace across the sandy reaches of the desert. Boido also showed craft when he tricked the others by keeping to the main road while the San Diego contingent tried to make time over a cut-off which he knew was too sandy for speed.

The hardships of the route accounted for many of the riders. Thomas was the first entrant to yield, damaging his machine when only 30 miles out of San Diego, while George Currier, a San Diegan, mounted on an Excelsior was put out of the running a few miles out of Yuma on the second day. Heavy rains on Saturday put Smith, Franzen and Artley, of San Diego, to the bad, and they were forced to abandon their mounts.

Some idea of the pace that the leaders kept up may be gained from the fact that the first four men averaged close to 29 miles an hour during the first day, and Boido alone touched 31. On the second day Boido averaged 27 for the route of 121 miles, while the third day saw him speeding across what is by far the worst part of the run near Holtville at the rate of 21 miles an hour in spite of sand dunes, rain and rough going.

The summary:

Boido, winner of San Diego race

1 Boido, Indian 14:17
2 Holmes, Harley-Davidson.....17:06
2 Crandall, Harley-Davidson 18:03
4 House, Indian 21:05
5 Weitzel, Indian 21:55
6 Berg, Harley-Davidson 24:42
7 Derkum, Indian 33:20

While the mass of people gathered in the Phoenix, Ariz., streets to watch the races on November 8th were still cheering the victor of the San Diego course, a rider was seen approaching from the east almost before the dust had died away. When he reached the tape, dusty and fatigued, they saw that it was "Old War Horse" Baker, riding his famous Indian. When the crowd learned that the veteran rider had covered the 530-mile course from El Paso to Phoenix in 15:52, Baker was showered with congratulations. His average speed for the course was 34:04 over hilly country at times and sandy going.

The big Hoosier had so much confidence in his mount that he was content to follow Al Rhodes, of Tucson, the pacemaker, on a Harley-Davidson, for the first two days, but on the third day he pulled out and left everybody. Rhodes made a good race of it, riding for miles with only one cylinder popping, and came to the finish right in front of the Board of Trade office with his one barrel shooting.

The leaders rode consistently in this race. The nine men to dismount first at the nearest control at Douglas were the nine to finish in the premier places.

Although the route was easier than that from San Diego, it was difficult enough, and that nine machines of various makes should come through with a clean slate in an average time of 17 hours is remarkable. Baker and Rhodes and the rest deserve a lot of sincere praise for the way in which they fought the sandy and difficult going from the Border State line to the finish.

The summary:

1 Baker, Indian 15:52
2 Rhodes, Harley-Davidson 17:25
3 Highfill, Merkel 18:45
4 Weyand, Excelsior 19:42
5 Barnett, Harley-Davidson 19:53

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MERCHANTS AND THE MOTORCYCLE VAN

The horse is undoubtedly a noble animal, but dealers ought not to shed any tears of regret at the news that many of these quadrupeds are being sent to Europe to take an active part in the war. The horse was scarce before, now he is becoming still more scarce; and to merchants this condition is a blessing in disguise, because it is bound to make them regard with well merited favor that invincible rival of the horse, the motorcycle van.

With good husky beasts selling at $270 and bulky wagons also selling at stiff prices, what better conditions could there possibly be for closing out a large number of commercial combinations to wideawake merchants? There could not be a more opportune time than the present to demonstrate new models of motorcycles and vans, when the business in single trackers for pleasure purposes is not running at the usual pace.

Every contrary argument a commercial prospect may offer can be effectively met. If the question of first cost arises, it can easily be shown that horses and wagons cost more than utility motorcycles. A purchaser, however, may be wary of alluring first cost inducements. He's been fooled over and over again by something that was cheap at the outset and which has since eaten deeply into his bank account. "How about maintenance and running expense?" he will naturally ask. And right here come, perhaps, the strongest talking points a dealer can use.

The horse is constantly running up a board bill, though he may not mean to be such a great prodigal; and whether you use him or not he must be given his fill of oats and hay. When the motorcycle is not on the street it can be placed in the store, and when not in use there is no consumption of gasolene and oil. The cost of running a motorcycle will vary with individual cases, but figures securable from manufacturers, who have made tests, will be convincing of a difference not at all favorable to the steed.

Consider a few more of the expense eliminating phases of this proposition. With its speed a single tracker can cover much more ground than its rival, so that the services of part of the delivery department can be dispensed with. A visitor to the outskirts of large cities or suburban towns may often see, while walking in the road, a clumsy looking object approaching from the distance, which as it nears proves to be just an ordinary truck. As the wagon goes down hill it discloses a few small parcels, and he reasons: "Coming all this distance to deliver three or four little orders. What an expense this service must be to the merchant." It is an expense and a very large one. For suburban deliveries, where customers are scattered over large areas, the motorcycle is without equal.

All these facts the dealer can lay before merchants now, when the holiday season is approaching and the necessity for prompt and efficient deliveries is paramount. In addition it might be brought out that the single trackers as well as the vans of 1915 are more durably constructed than ever before and are adapted to meet the requirements of many lines of business.

Many more suggestions may be made, but every dealer can add to what has been said here. With his head chock full of telling facts, he should hammer away at commercial prospects and reap a goodly harvest of gold.

THE DESERT CLASSIC DEFIES THE SCOFFER

When the scoffer says of the motorcycle, "Those machines can't stick it out on the road, they always break down," show him the record of the riders in the El Paso-Phoenix endurance run over one of the worst routes in the country. Six men, riding various makes of machines, made the course of 530 miles in an average time of 17 hours and a few minutes, and the leader averaged 34.4 miles for the trip!

The great desert classic is a record for every rider to be proud of, and every rider can help the reputation of the motorcycle in his own district. And he can do it best not by speeding with the cutout open but by careful riding. After all, when we rejoice about Baker's splendid record we think the best part of it was that he covered the course without a breakdown.

Every rider has the reputation of the sport in his own hands. If he wants to boost it he must think of his cutout.

Parkhurst the "Works" at Phoenix

At the Phoenix races, which followed the conclusion of the great desert classics, Red Parkhurst captured most of the events, breaking the track record in the 10-mile race by 12 seconds. Don Johns took the mile time trials in the good time of 46⅗. His mount was a ported Cyclone.

Phoenix is making a place for itself in the motorcycling history of the year, and many of the riders who competed in the Capital City events will journey to Savannah. The summaries:

Five-mile, standing start—Won by Parkhurst, Harley-Davidson; second, O'Connell, Excelsior; third, Thomas, Excelsior. Time, 4:15.

Ten-mile race, Arizona State championship—Won by Parkhurst; second, Artley, Harley-Davidson; third, O'Connell. Time, 8:33.

Twenty-five-mile race—Won by Parkhurst; second, Artley; third, O'Connell. Time, 21:21.

Mile time trials—Won by Don Johns, ported Cyclone, 0:46⅗; second, Parkhurst, stock Harley-Davidson, 0:49⅕.

Australian pursuit race—Won by Parkhurst in 24 miles.

Pirate Goes Under the Hammer

The assets of the Milwaukee Motorcycle Co., makers of the Pirate motorcycles, at Milwaukee, Wis., were sold by Thomas Weston, trustee, on Friday, October 30, to Herman Roth, of that city.

R. A. Fuhrman is authority for the statement that the Pirate will not be manufactured in the future. Fuhrman was the inventor of the machine and was later president of the company. The assets sold on the 30th brought only $3,850.

The Ayride seat patents, belonging to Fuhrman, are now for sale, presumably in Milwaukee.

PARKHURST CLEANS UP AT SAN ANGELO TRACK

Harley-Davidson Rider Shows His Class at San Angelo Fair Grounds—Blocker Takes Events in Class B—Races Well Managed

The San Angelo Club races of recent date resulted in a series of victories for Parkhurst, the Harley-Davidson speedster who is more often called "Red."

The events were divided into three classes, Class A being restricted to professionals who had made better than 57 seconds for the mile, Class B those who had never made better than 57 for the single mile, and Class C to the residents of Tom Green and the adjoining counties whose best time was 65 seconds. This classification of riders resulted in excellent competition. Class B riders were permitted in Class A events, and Class C riders in Class A events, but the Class A stars could not compete in either of the other divisions. The San Angelo Club managed the races well and boosted the F. A. M. in their programs. Large prize money was given out, most of which "Red" walked away with. Saturday's 10-mile feature got the banner award of $150 to the winner.

All the Class A events were won by Parkhurst. He won the 5-mile fixture on the 5th in 4:27, with Haynie Blocker, mounted on an Indian, second. Blocker accounted for the 10-mile Class B in the good time of 9:09⅘. Later Parkhurst accounted for the 10-mile in 8:59⅕, with Blocker second, and the 5-mile in 4:25 flat, with Sam Corenti, on an Indian, second. Blocker again won the events in his class.

"Happy" Mears Is Happy Over Win

The first annual run of the Maryland M. C., of Baltimore, Md., has passed into history and "Happy" Mears, who captured first honors on his Indian, bears out his name well, for he is extremely happy over the new laurels he has added to those gathered in the last few months since he burst into the limelight as a daring and efficient rider. The course was not a long one, but it was about the roughest that could be picked, and the entrants had to demonstrate their stamina as well as show the durability of their machines. Out of the 28 starters 21 finished with a perfect score, which speaks well for the boys and their mounts.

Mears had a flawless record and Alvin Seitz was awarded second place. The committee in charge then had to arrange the other contestants with perfect scores on some sort of order and here is the result: J. Hannibal, E. Hammond, F. Lautenbach, B. Dougherty, R. Waltham, O. Reeside, A. Robinson, C. Harden, W. Snyder, G. Heinz, B. Heinz, C. Frank, A. Zimmerman, F. Fertitta, E. Wood, F. Schenuit, G. Kitz, C. Sandruck and G. Gebhardt. All makes of machines were represented in the run. A fine list of prizes came from Baltimore dealers.

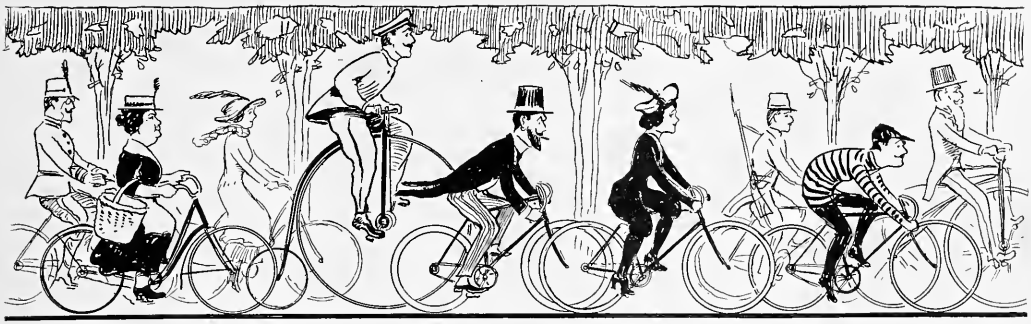
No.	Machine	Rider	Left S. D.	Arr Yuma	Run. Time	Left Yuma	Arr. Cal.	Run. Time	Left Cal.	Arr Phx.	Run. Time	Total Run. Time
1.	Indian,	Weitzell.	6:00	1:43	7:43	7:30	2:47	7:14	7:15	2:13	6:58	21:55
2.	Merkel,	Sellner.	6:01	Scratched								
3	Ex.,	Currier.....	6:02	stripped transmission out at Yuma.								
4.	Indian,	Boido..	6:03	11.49	5:46	7:00	11.26	4.26	7:00	11:07	4: 7	14:17
5	Indian,	Derkum	6:04	12:52	6:48	7:15	*1.30	18:15	7:30	3:47	8:17	33:20
6	Harley,	Thomas	6:05	Hit mule team at Mountain Springs.								
7	Indian,	House...	6:06	2:04	7:58	7:35	4.26	8:51	7:25	11:41	4:16	21:05
8.	Ex.,	Artley.....	6:07	1:39	7:32	7:25	Wrecked near Dome.					
9	Harley,	Holmes.	6:08	12:25	6:17	7:05	1 25	6:20	7:05	11:34	4:29	17:06
10.	H-D,	Crandall.	6:09	1:05	6:56	7:20	2:14	6:54	7:10	11.23	4:13	18:03
11.	Harley,	Smith..	6:10	12:29	6:19	7:10	Lost in Mohawk wash.					
12.	Harley,	Berg...	6:11	3:35	9:24	7:45	3:12	7.26	7:20	3:12	7:52	24:42
13.	Pope,	Franzen..	6:12	3:34	9:22	7 40	Lost machine in Mohawk wash.					
14.	Ex.,	Watson....	6:13	4:45	10.32	7.50	Out in Mohawk wash.					

*A. M.

Score in detail of the San Diego-Phoenix race, timing the riders at controls

No.	Machine.	Rider.	Left E. P.	Arr Doug.	Run Time.	Left Doug.	Arr. Tuc.	Run. Time	Left Tuc.	Arr. Phx.	Run. Time	Total Run. Time
1.	Harley,	Rhodes.	6:00	2:15	8.15	7:00	11:54	4:54	8:05	12:21	4:16	17:25
2.	Indian,	Ashley..	6:01	2:34	9:33	7:10	12.22	5:12	8.20	12:29	4:09	22:02
3.	Indian,	Ham....	6:02	Wrecked eight miles from tape.								
4	Thor,	Graves....	6:03	Scratched								
5.	Harley,	Barnett.	6:04	4:10	10:06	7:20	12:40	5:20	8.25	12:52	4:27	19:53
6.	Thor,	Keating..	6:05	9:55	15:50	7:40	12:15	4:35	8:15	12:53	4:38	25:03
7.	Merkel,	Gerig..	6:06	Broke frame at Lordsburg.								
8.	Thor,	Obear....	6:07	4:45	10:38	7:30	4:14	8:44	8:40	1:43	5:03	24:25
9.	Merkel,	Hanger.	6:08	Scratched—broke frame in trial.								
10.	Yale,	Fegan....	6:09	Broke piston at Lordsburg.								
11.	Indian,	Russell..	6:10	Scratched—broke forks in trial.								
12	Thor,	Oeschner.	6:11	5:07	10:56	7:35	12:49	5:14	8:30	1:39	5:09	21:19
15	Ex.,	Weyand....	6:14	4:11	9:57	7:25	2:06	6:51	8:35	12:28	3:53	19:42
17	Merkel,	Highfill	6:16	3:14	8:58	7:15	2:06	6:51	8:33	12:28	3:53	19:42
18.	Indian,	Baker..	6:17	2:16	7:59	7:05	11:28	4:23	8:00	11:30	3:30	15:52

Score of the riders in the El Paso-Phoenix run, November 8



In "dear old Paree," deprived of all its motor vehicles, bicycles of all vintages are seeing their "day of resurrection"

War Booms the Bicycle in Paris

Paris is now witnessing another bicycle boom. The army having requisitioned all of the reliable taxicabs, cab horses and private motors and street and suburban railroads being more or less crippled, the trusty bicycle has become the most reliable means of transportation.

From every lumber room bicycles were brought to light, furbished up and put into commission. The one new class of shops in Paris were those where bicycles of all periods were rented, repaired and sold. Whole rows of little antique shops on the left bank of the river were turned over to the bicycle trade. People were learning to ride the machines in the streets as in the old boom days.

What is more, the bicycle has become fashionable. Costumes are again being designed for its riders. The chic Avenue des Acacias in the Bois, once the promenade of society in automobile, sees society taking its morning exercise pedalling on the democratic bike. The boulevards are crowded.

Medal Awarded Cycle-Soldier

Among the 22 English soldiers granted Distinguished Conduct medals for acts of gallantry and devotion to duty while serving with the Expeditionary Force is Corporal E. J. Goodhart, a motorcyclist attached to the Royal Engineers (Regimental number, 28055). The action for which he is decorated is described in the London Gazette as follows: "For conveying messages under very dangerous circumstances by day and night, and never failing to deliver his messages."

Merkel Team For Savannah Race

Among the noted riders who will be on the starting line at Savannah, Ga., on Thanksgiving Day are the trio who are to carry the Merkel colors. The team is composed of C. Pineau, F. Laird and A. G. Chappele.

Looking Forward

COMING EVENTS

November 16-21, New York City—Six-day bicycle race at Madison Square Garden.

November 21, New York City—Annual dance of the New York Division of the Century Road Club Association in Plaza Hall, 110 East 59th street.

November 26, Savannah, Ga.—Professional 300-mile road race over Grand Prize automobile course.

November 26, Stamford, Tex.—One hundred mile race on 61.00-class machines without ports.

November 26, New York City—Two-hour team race, closed to members of Century Road Club Association, on Fordham road, starting at White Plains avenue.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 4, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

Dan Lesh Unleashed in Tacoma

Mr. Ray E. Day, agent for the Flying Merkel in Pierce county, Washington, located at Tacoma, Wash., coached Mr. Dan Lesh on a 1914 stripped stock Flying Merkel twin cylinder motorcycle to reel off two miles on the Tacoma speedway in 1 minute, 29 seconds flat recently. This is maintaining a speed of 80.9 miles per hour and is as good as Teddy Tetzlaff made in his automobile over the same course in a speed trial a short while ago.

Indian Ships To Coast via Panama

Indian Coast shipments now are being routed via the Panama Canal, the first consignment of 15 sidecars to the San Francisco branch going on the S.S. "Camino," clearing from Baltimore on the 27th ult. This is the first shipment of sidecars ever shipped via the canal. As is well known, the shipping charges via the canal are much lower than all rail, while the difference in time is about 10 days, making the water route much preferable on freight shipments. The majority of Indian freight shipments to the Coast this season will go via the canal, which will save many dollars in transportation charges for the dealers. The charges are nearly one-half less than the all-rail tariff. Other manufacturers are expected to follow suite.

Watch For These Stolen Machines

Rewards offered and a list of machines reported as stolen during the past week are given below. Riders and dealers are asked to keep their eyes open for these stolen mounts and to report same to the manufacturers or owners where their names are mentioned. Theft of machines should be reported as early as possible to aid recovery.

Walter H. Borgeson, 3003 Clifton avenue, Chicago, Ill., has sent notice of the theft of his Harley-Davidson machine, which is a 1914 two-speed twin. It was equipped with Corbin-Brown speedometer attached to rear wheel, Prest-O-Lite tank, head and tail lights and Barco whistle. The motor number is 8578-H.

Harley-Davidson, motor number 5108-DG is missing from the office of the Central Union Telephone Co. of Columbus, O.

Harley-Davidson with motor No. 4271-H is reported stolen by the W. E. Wandersee Co., 129 Gratiot street, Detroit, Mich. It is believed that the machine is somewhere in the vicinity of Leesville, Ind.

Daring Deeds of Soldier-Motorcyclists

Related by a Correspondent of the "Autocycle" Who Was Present at the Theater of War With the English

Along the Embattled Highways of France

Every day brings in new reports of the value and efficiency of the power-driven two-wheeler on the battle line. The hazards of the individual rider, and his adventures have more than once been featured in these pages. Perhaps the most vivid account of danger and desperation, however, is the following, taken from a recent number of the Autocycle.

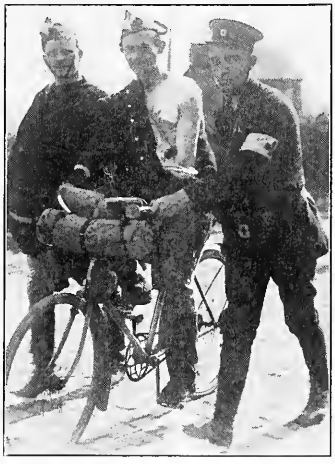
"I could hear the guns booming as I rode on to Compiegne. The Germans, who had been hard hit by the second army, were pulling themselves together and again pressing south. I encountered, also, other signs of their coming. Down the road, as I sped along, came the unhappy population of the countryside with whom I had fraternized under different conditions only the year before.

Motorcyclists Follow Spies

"Hundreds of them hurried along on foot, as well as in every kind of vehicle conceivable. Nothing more pathetic can be imagined. Young and old were making their way to safety from little ancestral homes which they would see no more. A few treasured possessions, hastily snatched together, had been placed in the farm-cart or perambulator. I particularly noticed one family tramping along. The father and mother were pushing a small cart, in which was lying the youngest child, together with a clock, some cooking utensils and other household odds and ends, whilst hanging underneath a canary was singing in a cage. The rest of the family were carrying various bundles, a little girl her pet rabbit.

"Making my way into Compiegne, I first of all rode to the railway station yard with a message for the officer in charge. I found a number of motor lorries arriving with wounded from the fighting line. These were being transferred to a Red Cross train drawn up on a siding.

"I learned also, that a most useful duty had been found for a number of our motorcyclists in watching and following any man suspected of being one of the numerous spies which the Germans maintain behind our lines. These generally work in British and French uniforms, and they almost invariably get about on motorcycles, as not only can they thus



Caring for a wounded Belgian

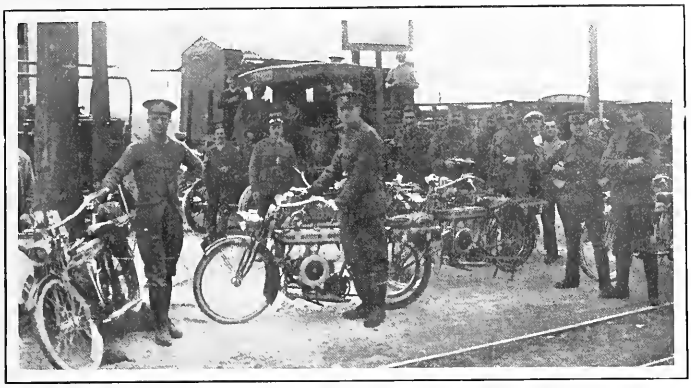
cover more ground, but they are much less likely to run up against inconvenient interrogatories. Our motorcyclists, however, are now cornering a good many of them. One, dressed as a British officer, was brought into the station at Compiegne when I was there. He had been collared by one of our wheelmen in back of our lines at the front in rather a curious way.

"For two or three days he had been persistently shadowed by the Britisher, who at last, finding his quarry compelled to dismount, accosted him with a query as to his duties. The man, who spoke perfect English, laughed pleasantly, and said he was on staff work. Our cyclist asked if he had any papers to show, adding that he himself was on police work. The stranger was quite willing to oblige, and produced from his pocket some papers. 'That will show you who I am,' he remarked casually, displaying a couple of private letters directed to a Captain —— of the —— Regiment.

Staff Officer Lauds Their Work

" 'That's done you,' retorted the Briton, simultaneously covering the man with a pistol. 'It just happens that that man, whose letter you've got, was a particular friend of mine.' About this episode a staff officer said to me, 'You petrol police are invaluable.' I explained my branch of the service. 'Well,' he remarked, 'our motorcyclists have been worth the weight of their machines in gold to us. We could do with any amount more. They will go anywhere and do anything. There is something about a motorcycle which gives a man devil and quick intelligence.' 'And,' I put in, 'it would have paid the War Office to have sent several hundreds for a few

Alongside the motor lorries and siege guns the mobile two-wheeler is found



These men brave the unknown dangers of strange roads with their messages

touring rides into this part of France before the war,' and I mentioned my own familiarity with the countryside we were in. The staff man laughed, but he owned I was right. 'At all events,' he said, 'the chief has been greatly impressed and in future the motorcycle will supply another cog in our war machinery.'

"Instead of returning to Crepy-en-Valois, my knowledge of the country was commandeered to take a couple of other motorcyclists along a road leading northwest of L'Aigle to scout for a stray sheep in the shape of a lorry which had not turned up. It had had a slight breakdown, and in following on had probably taken a wrong turn. I noticed with satisfaction as we drove ahead that my companions were armed with rifles slung across their backs, for we were riding into what was fast becoming dangerous country.

Uhlans Surprise the Scouts

"We had covered some distance when from certain panicky peasants, who were in flight towards Compiegne, I gathered that our quarry had been seen taking a road leading still further west. Luckily the country was still familiar to me, and we took a turning which, I judged, might put us on the track. We had strung out well, I keeping some way ahead, not knowing what we might meet, when on reaching a road leading south again, which I intended to take, a party of about a dozen cavalry swung round a corner about 50 yards away. I had seen Uhlan prisoners and recognized the gentry at once. How the devils had got round, goodness only knows. But it is a way they have.

"Seeing me, they halted, and so did I. My friends came up, and, as there was no time to lose, we turned leisurely into the side road, putting on speed as soon as we got under cover of the high hedges, which enclosed it. Their ears, however, may have told them we were in flight, and they were after us. On a better road we should have outpointed them easily, but the surface for a hundred yards or so was broken, and enabled them to gain. Then, as luck would have it, when the road suddenly improved, right across the track ahead a big tree had fallen. A horse could take it, but not a motorcycle. It was a case of do or die.

Desperate Measures Adopted

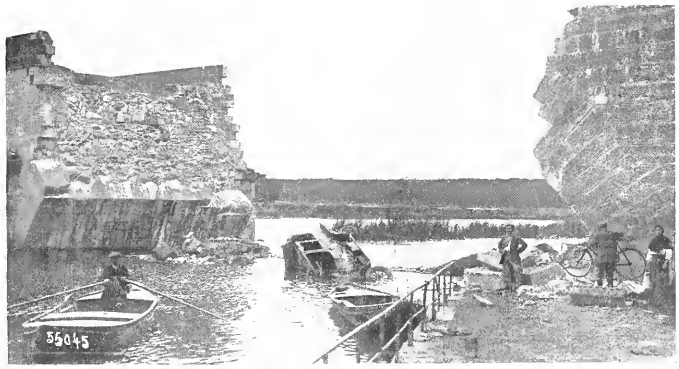
"We rode to the obstacle, dismounted, nipped over, leaving our cycles, and took cover in a little copse on either side of the road, where I got to my pistol, and my companions unslung their rifles. Their magazines were already charged, and as the enemy, now close on to us, swung round a near turn we let fly. The road packed them close, and it was as pretty a target as one could wish. Two men were knocked off their horses at once, and the whole of them pulled up in evident surprise. Their leader, however, loosed off several shots, and I felt a sharp pain in my left leg, but one of us got him, too, for he went to the ground like a heap of clothes, and just as, with a happy thought, I sounded several blasts on my whistle for imaginary aid, the rest stampeded, and we could hear their horses galloping back up the road by which they had come.

"But they had winged me, unfortunately, and that is why I never returned to Crepy-en-Valois. My friends got me back to Compiegne late that afternoon right enough, where I was noted as a casualty and duly ordered home. The little affair, however, was a good illustration of how motorcyclist marksmen might tackle the enemy's detached cavalry in such close country as we have been fighting over. And the advantage of knowing one's ground is obvious."

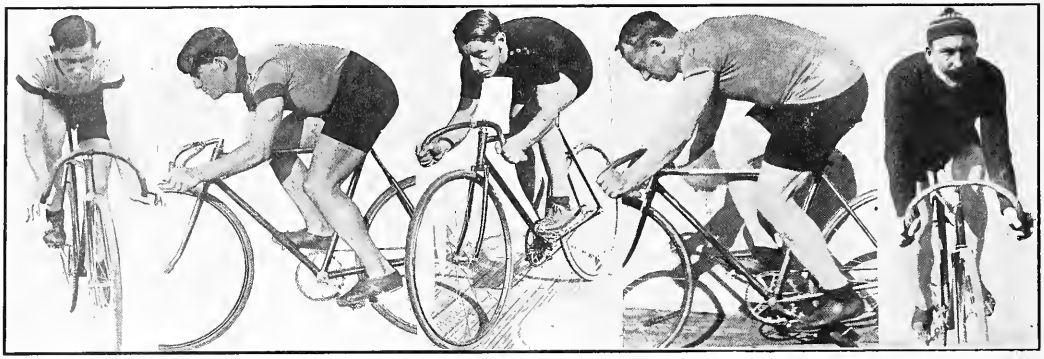
King Albert a Motorcyclist

King Albert of Belgium is said to be by far the most "human" king of Europe. He is a born athlete and loves practically every sort of outdoor sport. He is an enthusiastic automobilist, motorcyclist, equestrian, hunter and fisherman. On his hunting and fishing trips His Royal Highness finds the motorcycle to be of especial value. With the necessary fishing tackle or hunting paraphernalia strapped securely to the two-wheeler, the King can speed away from the cares of state for a few hours' quiet sport. And on the motorcycle he can visit unfrequented hunting grounds which are not easily reached with any other vehicle.

The Belgians have suffered more than any other nation from the ravages of the war, and the great R-N factory has been seized by the Germans. It is being used as a factory for the manufacture of war supplies. The factories in France also are largely taken over by the government.

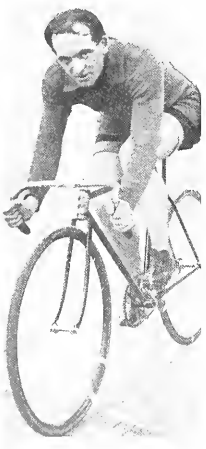


Where bridges are blown up in Belgium the two-wheeler can be ferried across



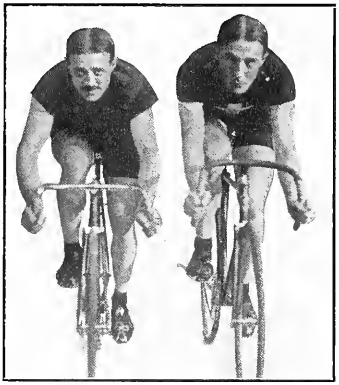
Martin Ryan Reggie McNamara Harry Kaiser Gus Wohlrab Cousseau

Stars, from all parts of the world, who are competing in New York Six-day Grind



George Cameron

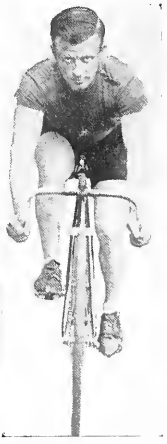
Norman Anderson



Francisco Verri Oscar Egg

Alfred Goullet

George Parent Marcel Dupuy George Seres



Worth Mitten

Alfred Grenda

Jackie Clark

Bobby Walthour

Joe Konsky

Pete Drobach

Jake Magin

Fred Hill

Joe Fogler

Iver Lawson

Lighting System New Remy Product

Electric Lighting and Ignition System Makes Its Debut on the Harley-Davidson at the Show—Durable Ignition Generator Can do Without Batteries—Intense Spark Assured

The Remy Electric Co. announces the production of an electric lighting and ignition system for motorcycles which was seen for the first time on the 1915 Harley-Davidsons at the Chicago show.

The motorcycle ignition-generator hereafter described in detail is similar in general principles to the electrical equipment supplied to many well-known makes of motor cars. However, the entire design was developed with particular reference to the subjecting and severe motorcycle usage and such departures as were found necessary were freely introduced and proven. The announcement of this new instrument comes from the Remy company only after thorough developing and testing under actual conditions.

The best engineering skill procurable for this specialized class of work with the facilities of modern and well-equipped laboratories and experimental shops developed this ingenious system, but not satisfied with that, motorcycles were bought and equipped and sent for long practical road tests. Ideal conditions were not sought, but instead, adverse conditions, such as hills, sand, mud, water and rain were the rule. Such changes as would be beneficial were immediately made and more motorcycles procured and equipped. This performance covered a period of two years and no stone, they claim, has been left unturned to perfect the design.

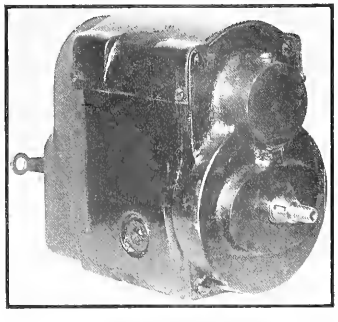
The most approved practice on automobiles is to employ a generator driven by the engine in connection with a storage battery. When the generator is at rest or generating less power than is required, the battery furnishes current, and when the generated current is in excess of the requirements, the battery receives this excess, storing it for future use. Thus the battery is kept charged, making it unnecessary to remove it and have it charged from an outside source. This approved general principle is employed in this motorcycle system with added precautionary features to prevent exhaustion of battery from neglect or carelessness.

This new ignition-generator or Model 15, as it is termed, is shown in the illustration and comprises in a single unit not only the generator itself but also the distributer and circuit breaker for the ignition.

As may be seen from the illustration a tapered shaft extends from the lower portion of the instrument for driving it and is connected to the engine the same as a magneto. The drive is positive as the same gearing that was formerly used for the magneto is utilized. The ignition retains the approved variable advance and the circuit breaker is retarded and advanced in the conventional manner through a lever attached to the circuit breaker arm.

Above the drive shaft is the armature of the well-known direct current type which is constructed upon the most approved engineering practice. This armature is wound with coarse wire and generates only at the low voltage necessary to charge the battery.

One end of the armature has a commutator which bears brushes which are pivoted at one end and fastened to the frame of the instrument. This method is ideal for this type of instrument and the tests have assured exceedingly long life of the specially prepared commutator brushes. The frame of the generator is of steel and provides for very rugged construction since the end plates are fastened to this sturdy frame. This frame design is standard practice with the most reliable form of electrical generating practice and is almost universally used in automobile and power plant work. This frame, which is really the field magnets, carries the field winding for producing the field magnetism. The strength of the field is automatically controlled by the use of an extra or third brush. This very simple and inherent control is a long tried and proven principle in the electrical world. By means of this regulation the correct current output is obtained at low speeds and at the same time prevents the output from becoming excessive at high speeds. The ignition-generator is ball bearing throughout and consumes so little power that it has not been possible to detect that it puts any additional load on the engine over that imposed by a magneto. The generator has no high tension windings, high tension distributor or spark gap.



Remy ignition generator, model 15

As may be seen from the illustration the protectional features has been thoroughly worked out and the entire equipment is water, dust and weather proof, but at the same time all parts are readily accessible.

The ignition as obtained from this system is distinctly ideal. This ignition is decidedly superior to the magneto at low speed since an intense spark is always available, no matter how fast the engine is revolving. The ignition at high speeds is equal to the best magneto ignition even at the most extreme speeds at which an engine can be operated. With this system very intense sparks are obtained at the lowest cranking speeds of the engine, which makes starting easy and in cold weather makes starting possible where it would otherwise be impossible.

One distinct feature is that should the battery become completely destroyed the rider can still procure ignition from the generator.

It is necessary to provide a means for disconnecting the circuit between the generator and battery when the engine is not running to prevent the battery from discharging through the generator. This is accomplished by an automatic circuit controller which is connected by a pipe to the intake manifold and as soon as the engine has turned through a fraction of a revolution for starting the suction produced in the manifold

acts upon the controller, thereby connecting the circuit between the generator and the battery, remaining connected until after the engine has stopped for a few seconds. This arrangement is also employed to control the connection between the battery and the ignition system so that it is unnecessary to employ a switch for this purpose. When the engine is not running the battery current cannot flow through the ignition system.

The lighting switch has three positions, in any one of which it may be locked, one for both main head lamp bulb and tail lamp, one for tail lamp and small bulb in tail lamp, the other for all lamps off.

An electric horn will be much appreciated as both in respect to its loudness as a warning signal and also its ease of operation. This latter feature is valuable when the rider's hands and attention are occupied when guiding the motorcycle through traffic. By means of a special arrangement the blowing of the horn by meddlesome persons when the machine is at rest is automatically prevented.

The head lamp contains two bulbs, one of high candle power, which is located at the focus of the reflector so as to give a powerful light, and the other a small one, placed near the top of the reflector. This small lamp is to be used in driving in localities where bright lights are prohibited by law.

The battery has received special attention from the most successful battery engineers and as a result a thoroughly reliable and guaranteed product is offered. This battery has been carefully designed to withstand the severe conditions of motorcycle use. It is non-spillable and requires only an occasional refilling with distilled water.

The wiring is what is known as the single-wire system, the frame of the machine being used as a return wire. The wiring is concealed in conduit which renders it free from trouble from water or oil or from injury caused by falls.

As before stated, the whole design was very carefully and painstakingly developed and provides a reliable and complete electrical apparatus.

Death Calls Old Cycle Manufacturer

The recent death of Geo. T. Warwick, vice-president of the International Screw Co., of Springfield, Mass., marks the passing of one who contributed much to the mechanical development of the bicycle.

Mr. Warwick was a native of Birmingham, England, where as a young man he was engaged in the manufacture of the Warwick hollow bicycle rim, which he invented. In 1885 or 1886, A. H. Overman, maker of the Victor bicycle, bought the American rights for this invention and engaged Mr. Warwick to come over and install a plant for its manufacture in the Overman factory at Chicopee Falls, Mass. The hollow rim made the big wheel of the old "Ordinary" much lighter and stronger and the critical riders of those days would have no other.

About 1886 Warwick organized the Warwick Cycle Mfg. Co., of Springfield, Mass., to manufacture certain patents in cycle construction, many of which were marked by great originality. In 1888 the company brought out an Ordinary or high bicycle, the design, construction and workmanship of which has rarely been equalled. The sudden change of the market about this time from the high wheel to the safety determined Warwick to commence the manufacture of the latter type. The first machine made its appearance at the Chicago show of 1889, when its unique design attracted much attention.

During the boom days of the '90's the Warwick Perfection bicycles ranked with the best and the factory grew to large proportions. When the slump came Mr. Warwick gradually got out of the cycle trade and took up the manufacture of screws.

Coon Hunting With a Motorcycle

These three raccoons, together with a big string of partridge, squirrels, rabbits and quail, will furnish the feast for the game supper of the Indian Outing Club at the Highland Hotel, Saturday night, November 14th. The picture is the answer to the conventional question, "What luck?" on the return of Harry C. Shaw (left) and Charles S. Spencer from an all-night expedition in quest of contributions to the dinner. The adaptability of the motorcycle for hunting is self-evident.

Like warriors of old these "Indians," H. C. Shaw and C. S. Spencer, bring home trophies

Splitdorf Prizes for Savannah

The Splitdorf Electrical Co., of Newark, N. J., manufacturers of the well-known Splitdorf and Dixie magnetos, have decided to depart from their established practice and will offer special prizes in connection with the forthcoming Grand Prize race at Savannah on Thanksgiving Day.

The prizes offered are $100 to the winner, $50 to the winner of second place, and $25 to the winner of third place. The only condition attached to these awards is that the machines must be Splitdorf equipped.

The Savannah event sees the best riders of the country on the starting line, and is one of the biggest fixtures of the season. The Splitdorf Co. considers that the importance of the race merits their offering a reward, but they announce that such awards are not to be looked for as a permanent thing, because such is not the policy of the factory.

Funke Co. Not in New York Show

It was incorrectly stated in a recent issue of this publication that Herbert F. L. Funke Co., of 116 Broad street, New York city, will exhibit at the New York show. Advices received from that concern indicate that they will not display any motorcycle accessories.

KRAMER DEFEATS GOULLET IN SPRINTS

American Champion Takes Best Two Out of Three from Australian Rival—Fogler and Clark Outclass Foreign Teams in International Race

The short distance events staged as a curtain raiser for the annual six-day grind on November 14, at the Madison Square Garden, New York City, were run off before a full house. The crowd greeted its old favorites with spontaneous enthusiasm.

The Kramer-Goullet match race and the international team race were the features of the evening; both were so exciting that they brought the fans to their feet cheering. In the latter event the team work of Fogler and Clark clearly outclassed that of the foreigners, with the result that the Americans led the way home in two straight heats.

The usual loafing and jockeying tactics were pursued by Kramer and Goullet in their match race, as evidenced by the slow times made, but the sprints of the last few laps offered plenty of thrills.

The motor-paced racing proved rather disappointing, as both Parent and Seres had trouble with their pacing and seemed unable to accustom themselves to the small track. Both men lost their pace several times and could not overcome the leads of Carman and Walthour. In the final heat Carman was unfortunate in losing his pace.

Just at the time he was shortening the gap between himself and Walthour, he fell, giving Walthour the race. There were the usual spills in the two amateur races, both of which were won by Fred Taylor, of Newark. The lap prize was captured by Ernest Ohrt, of San Francisco.

About half the number of starters were brought out by the five-mile professional race. Gordon Walker walked off with this and Kopsky, C. R. C., won the lap prize.

The summary:

First Event.—Four-lap handicap for amateurs—First prize, $25; second prize, $15; third prize, $10; fourth prize, $5; first two men in each heat to qualify for final. First heat—Won by H. Kaiser (scratch); second, F. Wallock (15 yards). Time, 0:47. Second heat—Won by G. Bowker (50 yards); second, T. Smith (10 yards). Time, 0:48⅕. Third heat—Won by E. Adams (20 yards); second, O. Brock (55 yards). Time, 0:48¼. Fourth heat—Won by G. Lang (30 yards); second, E. Madden (10 yards). Time, 0:47⅖. Fifth heat—Won by C. J. Macsulin (70 yards); second, F. Taylor (10 yards). Time, 0:47⅗. Final heat—Won by F. Taylor (10 yards); second, H. Kaiser (scratch); third, G. Bowker (50 yards). Time, 0:48⅖.

Special professional match race, distance one mile, best two out of three heats.—First heat—Won by Alfred Goullet, Australia. Time, 2:41⅗. Second heat—Won by Frank L. Kramer, America. Time, 3:01⅕. Third and final heat—Won by Frank L. Kramer, America. Time, 3:15⅕.

International match team race for professionals, Italy vs. America, best two out of three heats, distance one mile.—First heat—Won by America, A. J. Clark, first, F. Verri, Italy, second; C. Moretti, Italy, third. Time, 2:10⅖. Second and final heat—Won by America, J. A. Fogler and A. J. Clark. Time, 2:22⅖.

Five-mile motor-paced race for professionals, two heats and a final, winner of each heat to qualify for final.—First heat—Won by C. Carman. Time, 9:24. Second heat—Won by R. Walthour. Time, 8:31¾. Final heat—Won by R. Walthour. Time, 8:08⅖.

Three-mile open for amateurs. First prize, value, $25; second, value, $15; third, value, $10; fourth, value, $5; prize valued at $5 to leader of most laps.—Won by F. Taylor; second, D. McDougall; third, F. Weber. Time, 6:28. Winner of most laps, E. Ohrt, San Francisco.

Five-mile open, professional. Winner, $50.—Won by G. Walker; second, Al Halstead; third, L. Thomas; fourth, Percy Lawrence. Time, 10:46⅗. Winner of most laps, J. Kopsky.

The Crescent Club, of Baltimore, gave up its annual fall century run to Frederick, Md., last Sunday, on account of rain. The hill climb in the championship series is scheduled for next Sunday.

Clarence Carman, now in the "grind"

They're Off for the Six-Day Grind

The six-day race is on! Dick Rudolph started the riders on their long journey at midnight Sunday, November 15.

First Hour

	M.	L.
Goullet and Grenda	.25	2
Moran and McNamara	.25	2
Fogler and Hill	.25	2
Root and Clark	.25	2
Egg and Verri	.25	2
Lawrence and Magin	.25	2
Piercey and Cavanagh	.25	2
Cameron and Kaiser	.25	2
Bedell and Bedell	.25	2
Lawson and Drobach	.25	2
Ryan and Wohlrab	.25	2
Thomas and Hanley	.25	2
Walthour and Halstead	.25	2
Mitten and Anderson	.25	2
Kopsky and Hansen	.25	2
Linart and Madonna	.25	2
Dupuy and Seres	.25	2
Cousseau and Parent	.25	2

Goullet leading.

The record is 25 miles and 6 laps, made by Moran and Grenda in 1913.

Death List of Cyclists Grows

Francesco Verri, the Italian cyclist, who is paired with Oscar Egg, the Swiss, in the Madison Square Garden race, arrived from his native land on Friday, 30th ult., on board the Italian liner Re d'Atalia. Verri brought the information of the deaths of Cyril Vanhouwaert, the Belgian, who competed in the 1911 Madisan Square Garden grind, and two other Belgian riders, Marcel and Lucien Buysse, brothers, who were all killed in battle. The Italian also states that he had received word in Italy about the deaths of Octave Lapize and Gabriel Paulain, French riders, also killed in battle. Julian Pouchois, the French sprinter, reported injured on the battle line, is said to have lost one of his legs at the knee.

Cahn Has Agency for Smith Wheel

The Smith motor wheel, manufactured by the A. O. Smith Co., in Milwaukee, will now be handled in the states of New York and Connecticut by the original "Billy" Cahn. We trust that Mr. Cahn will pardon our use of the word "Billy," but it is done to insure positive identification, although the actual business will be done in the name of the Wm. H. Cahn Co., Inc. The new company will have headquarters for the present at 220 West 42nd street, New York, and the personnel of the staff insures the vigorous introduction of this bicycle booster with which we have familiarized our readers in past issues.

Some Famous Riders and Their Achievements

Being an Historical Account and Comparison of Bicyclists Who Have Made Records in Their Days

To pick out one individual cyclist and label him as absolutely the world's greatest is, of course, only to express a personal opinion, for there have been several who were very well qualified on their performances in public to hold the honor. Beginning with that giant of the "ordinary" period, Dr. H. L. Cortis, we can come through the list with such men as A. A. Zimmerman, Thorwald Ellegaard, F. L. Kramer, Paul Bourillon, Leon Meredith, E. Hale and Marcel Planes.

Cortis achieved undying fame when, about 34 years ago, he was the first man to pedal a bicycle, or, in fact, to in any way propel himself by his own efforts, 20 miles in one hour. He also put up a magnificent list of championship and other victories and record-breaking feats prior to his coming to Australia about five years later, when he died.

The Mighty "Skeeter."

The next name on the list, Arthur Augustus Zimmerman, is even now acclaimed by the American sporting authorities as the greatest bicycle rider who ever lived. He reigned between 1889 and 1897 in America and Europe as absolutely in a class by himself as a track sprinter, and although in his decline and suffering from malarial fever when he visited Australia in 1895, was still head and shoulders above the kings of the track here. Zimmerman is the only world's amateur sprint champion who also won the world's professional sprint championship, and during his career he accounted for over 420 first prizes in track races between a quarter of a mile and 50 miles.

Thorwald Ellegaard is a Dane who is still riding and has won more world's professional sprint championships than any other man to date. Ellegaard also commenced his career as an amateur and as such was selected to represent his country in the World's Championships in Glasgow in 1897, when W. L. Kerr and B. Goodson competed on behalf of Australia. He subsequently turned professional and won innumerable races, including the world's championship on six occasions, the Grand Prix in Paris and sprint races of all kinds in all parts of Europe and also in various parts of Australia. He visited here in 1904, but did not show his best form.

Peerless Frank Kramer.

Frank Louis Kramer, the American champion today, is another example of an amateur topnotcher turning professional and proving himself of the highest class. After winning the American Amateur Championship in 1898 and 1899, he turned professional in 1900, and in his first race, a special match, defeated the then champion, Tom Cooper. In 1901 he won the American championship and he has held it against all comers ever since; in fact, the claim is made for him with very good reason that he has been the world's fastest sprinter during the whole of that period. Kramer's first prizes number over 500, and in 1912 he won the world's sprint championship in Newark, the first time he competed in it. He has won races at every distance from a quarter of a mile to six days; has broken and still holds many records in competition and unpaced attempts, and the length of his career surpasses that of any other athlete the world has yet seen.

Leon Meredith is an Englishman whose career has also been remarkable.

Eddie Root, in New York six-day race

He is an amateur and has won races and established records in every style of racing practised today, both on road and track. Meredith has won the world's pace-following amateur championship no less than seven times and is still good enough to outclass all opponents at this class of work; has won championships, handicaps and match races on the track at all distances up to 50 miles, and, what none of the others have done, has also shone at hard unpaced work on the road. Some years ago he rode 100 miles unpaced on an out and home course 50 miles in length in 4 hours, 52 minutes, 52 seconds, without any preparation.

Other Claimants.

Edward Hale, another Englishman, is an old timer who won some hard long-distance races in England in the early 90's, and about 1893 won the New York six-day race, then an individual contest. Subsequently he performed the remarkable feat of riding 100 miles a day, six days a week, for 52 successive weeks on the road in England.

Marcel Planes is another long-distance rider who occasionally shows pretty good pace, but whose most notable feat so far was to ride over 100 miles a day, every day in the week, for a year in 1912. During the 12 months he covered 34,366 miles—a distance no other rider has come within a couple of thousand miles of equaling. Planes has also won some handicaps on the track.

Paul Bourillon is a Frenchman who after a brilliant career as a sprinter retired from cycle racing to become an opera singer with great success. Bourillon won the world's sprint championship in 1896 and ran second—many spectators thinking he had won—the following year and was notable for the wonderful speed of his final dash for the tape. In fact, it is said that he could come from fifth place in the last 60 yards to a decisive victory.

Other riders well worthy of mention are A. J. Clark, A. T. Goullet and R. J. McNamara, Australians who have put up good all-round track performances, winning all distances up to six days. Don Kirmham and I. R. Munro, Australian road riders; W. J. Bailey (England), winner of four world's amateur sprint championships; Emil Friol, Francesco Verri, L. Hourlier, Iver Lawson, E. F. Root, Joe Fogler, Major Taylor, the colored marvel; the two great old timers, John Keer and Fred Cooper, of England; but those who seem to stand out as the greatest of all are the two Americans, Frank Kramer and A. A. Zimmerman, with a shade in favor of Kramer.

Relating the Adventures of John Prospect

In Which He Finds Himself in a Store Where Things Were Not as They Should Be, and Meets a Torpid Dealer Who Is a Liability Rather Than an Asset to the Trade He Represents

The fourth of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler.

Business kept John Prospect from a second visit to the X-Z store in Buffalo, and when he at last had a few idle minutes he found that the train for Highville, his home town, was to leave in an hour. There was no time to pay a visit to the live X-Z dealer, but Prospect remembered that another dealer was located near by. The motorcycle bee buzzed louder than ever in his head and his feet turned into the street where the new store was located.

The place in question proved to be somewhat of a disappointment, for it was a wooden structure ornamented with a large canvas sign indicating that motorcycles, new and second-hand, were for sale within. The interior of the store was rather dark than light, and Prospect could vaguely make out several individuals in sweaters hovering in the background. A repair-shop was located in the rear somewhere, and the click of tools reached his ears, but no one came to speak to him, although he waited for three or four minutes. Finally a youth emerged from the obscurity and asked what he wanted.

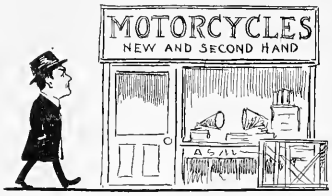
"I would like to see your line of motorcycles," said Prospect.

The youth turned towards the rear and shouted for "Bill," who presently emerged.

Bill proved to be a long, lanky individual in shirt sleeves. He smoked a cigar, and Prospect made a mental note of the fact that if it was necessary for the dealer to be in shirt sleeves he would look better with a pair of overalls on, and also of the fact that the cigar was a very bad one. Now Prospect was particular about some things, as most men are, and he detested a rank cigar. A bad cigar was about as welcome to him as limburger cheese in his shaving lather, so he instinctively drew back a pace from Bill.

No Attention Paid Prospect

"I just stopped in for a moment to give your machine the once over. I am thinking of buying a motorcycle, and it's only fair to give every make a size-up," he explained cheerfully.



The motorcycle bee buzzes loudly

"Umph!" ejaculated Bill, "I guess you're right. Well, we got more than one machine—we handle four lines, so go as far as you like in looking them over. Did you want to see any in particular?"

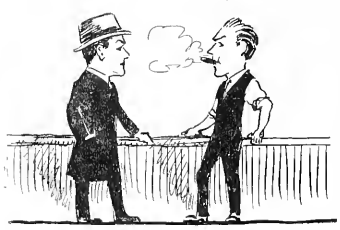
"Why do you handle several models? I thought all dealers stuck to one these days."

"Well, you see, the more models the more sales," Bill laughed rather aimlessly. "We always did handle several lines, and it's bad policy to change when your customers are used to the other way."

Phonographs for a Side Line

"But you can cooperate better with the manufacturer if you handle one make, can't you?"

"What good would it do me to cooperate with one manufacturer? I always take care of my own business and handle it the way I choose, and if I want to arrange a display in the window with a C-D machine, and a couple of tandems or horns, I do it. You see, I know conditions here better than they do at the factory, and a lot of the boys make my store their regular hang-out. A lot of business, mostly in second-hands, comes my way every season, and in the winter, well, I carry a line of phonographs with all the latest records—song or dance, or grand opera—and that helps. Why it's like a club, because the boys drop in in the afternoon and we play a lot of records and have a first-rate time, even if the snow is three feet deep outside."



The cigar was a very bad one

The Store Is Ill-Kept and Dark

Prospect looked around the shop. He knew that there were two kinds of wooden shacks; one is neat, the floor is scrubbed and the walls are painted attractively; everything looks as if it did work, and a good bit of work, as well as it could with limited means. The other kind looks unkempt, the floor is not scrubbed or covered with sawdust, and the walls are littered with a mass of cheap calendars and gaudy pictures; the whole place looks "bum." Bill's place was one of the latter. In the first place the idlers in the bankground, who looked on and listened to the conversations between dealer and customer were not an asset, they were a liability because they irritated the customer. Then the machines stacked along the walls were dusty and looked as if they had not been painted since the flood. And the fact that the store was in semi-darkness made a bad impression on a man accustomed to the new, brightly lighted shops of progressive cities all over the country. And a cat was sitting in the corner trying to clean her disreputable ears. She might have succeeded, Prospect noted, but for the fact that the paw which she used for cleansing purposes was dirtier than the ear it was rubbing. Prospect rather liked cats and more than once in his life he had been guilty of taking in strays, giving them a compulsory bath and free eats; he could not help thinking that cats were all very well in their place, but that a motorcycle store was not the place for the most decent looking cat in the world, which this one was not.

"I should think," he remarked at last to Bill, "that you would get out a sidecar or something in the winter when the

snow is on the ground and do some demonstrating around the town. I understand that a sidecar makes good sailing in the snow."

"I might, but I don't. I make more money out of phonograph records than going on a wild goose chase like that. Why motorcycles have their season just like baseball or the fight game or six-day racing, and what's the use in trying to stretch it so's it breaks. Huh, you gotter show me."

"Don't you follow up prospects during the winter?"

Bill Hibernates in the Winter

"No. I got a good, steady following among the boys, and I keep things coming my way by free drinks every now and then and giving out free passes to the fights, which I get from Al Boss, the party leader in this district. It pays to keep on the good side of the boys." And Bill leaned up against the side of the counter, blowing a cloud of rank cigar smoke into Prospect's face. He had not invited his visitor to sit down or offered to show him a machine, or point out the good features of any of the numerous makes he kept in stock. Evidently he had not heard of the bright young salesman who never made visitors stand or face the light during conversations because the one was tiresome and the other irritating.

"How is business?" asked Prospect, who was beginning to wonder how this scheme of happy-go-lucky attention to business was going to pan out for Bill.

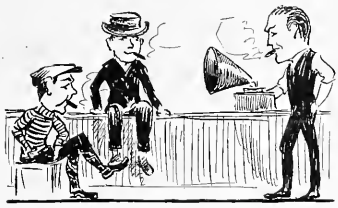
"Oh, it's never good at this time of year, because the riding season is just over, and, well, it's pretty cold. You see, as soon as the frost gets into the ground it softens all the road surfaces and motorcycles are scarcer than teeth in a home for the aged. The racing game is over for the year, and a good thing it is, too, because none of them makes," indicating the row of dusty motorcycles, "seems to win a race in this part of the country. Times is hard, too, now, and the war in Europe has everybody buttoning the pocket where they keep their money. Why only last week Jones and Smith here failed for a hundred thousand dollars. Food's higher than ever before, and poor at that. Two of the biggest factories in town are going to turn off half their men."

He Spreads That "Hard Times" Stuff

"Other dealers in motorcycles don't seem to think it's such a rock bottom year; most of them report fine business, and all that I met seemed to be optimistic."

Bill shifted his weight from the right leg to the left and sighed.

"Would you like to see a machine?" he offered. "This here A-B ain't so bad —climbs hills pretty fair and shows good speed on the level, for a single, that is.



"We play all the phonograph records"

These twins is better; if I was you I'd buy a twin; they climb better, but they weigh an awful lot and once they tip a bit, over you go."

Prospect shuddered.

"I thought they rarely upset. A friend of mine had one and he didn't average three spills to the year."

"Well, he was lucky; most riders get bunged up a bit at first, but after they learn to control the machine they're all right—unless they skid both wheels on a wet pavement, or hit a sand pile or some such thing. Now those A-B's are fine machines, all right. They got three speeds and a mechanical oil feed and a kick starter with a new magneto that gives a hot spark, and fine footrests."

His Information is Limited

"What about the wheel; is it a free wheel?"

Bill pondered for a moment.

"Say, Tom!" he called. "Is that A-B a free wheel?"

"Did you think she was an ark?" returned a voice from the recess in the rear of the store.

Prospect looked at his watch.

"My train leaves in ten minutes. Goodbye, and thank you very much."

"Say!" shouted Bill as he left the store, "can't I show you some phonographs?"

Seated in the diner of the fast Western express Prospect breathed a sigh of relief and ordered a special cocktail. He

Prospect recovers his spirits

leaned back in his seat and lit a Havana perfecto, blowing the smoke luxuriously into the electric lights.

"One thing I can't understand about these dealers," he mused, "they handle a product which retails at from two hundred to three hundred and fifty dollors or even more, when fully equipped, yet they act as if they were selling phonographs or tricycles; some of them do, that is. Others are neat enough in appearance, but somehow they don't impress the prospect with the fact that he is buying a high class product. Now most of the men who buy motorcycles have to save up for it, and it's a big lot of money to them. I know it means a lot to me.

Prospect is Glad to Get Away

"I feel as if I had just come from the morgue after identifying the body of my second best girl. Whew! what a place, and what a dealer. Didn't seem to know that he was alive and moving, much less selling motorcycles. Think of his having a side line of phonographs in a territory like this and trying to make me buy one when I wanted a motorcycle. Why that X-Z fellow uptown must spend five times as much in overhead items, especially in the upkeep of his place, and he only handles one make, but he cooperates with the manufacturers and gets the most out of his machine. Moreover, he is genuinely enthusiastic about it, while the other fellow had to be enthusiastic about four makes, and I must say that he didn't show much. Of course, he did not have much capital, evidently, but that's no reason why he could not make himself agreeable and interesting or his shop decent and clean. The small dealer has just as big an asset in his personality as the big fellow, but Bill'—he laughed —"seemed to me to be more of a liability.

"It makes all the difference in the world if a dealer has confidence in his goods or if he is only selling them because he can't find any better way of making a living. Now if he has confidence in his goods he is sure to make you feel happy that you are buying them, because you think you are sharing a good thing with him. You please him by buying and he goes to the trouble of helping you in small matters like learning to care for a motorcycle, moreover you feel that he backs everything.

"But if a fellow like Bill tries to sell you something, you feel he doesn't care if it's good or not. Yes, Bill is a liability. But—here's hoping."

And he drank his special cocktail.

EXCELSIOR BICYCLES HAVE NEW FEATURES

The De Luxe Auto-Bike Embodies Many of the Motorcycle Features and Sells for $40 — Excelsior Heavy Service Model Has Been Made Stronger

Excelsior heavy service bicycle with curvilinear truss for commercial use

The De Luxe auto-bike is a bicycle of the motorcycle type, embodying every feature of motorcycle construction that is of any practical benefit in immanually propelled machine.

The frame construction combines the curved top tube of modern motorcycle construction, extra heavy frame head and seat post cluster and the best of motorcycle practice in reinforcements. The front fork is built of heavy gauge tubing with a bridge truss that is of integral part of the fork. The frame is made throughout of 18 gauge Shelby seamless tubing. The forks are 18 gauge seamless tubing with extra heavy 1-inch head stem.

The head fittings, pedals, chains, handlebars and grips are all of motorcycle type and the machine is built throughout to withstand the hardest possible service.

The wheels are built up with New Departure or Corbin front hubs with turn cups and combs and Perfection anti-rust spokes.

The tool box is a substantially made metal case with heavy hinged door and ample capacity for an extra inner tube and all tools that will ever be required for ordinary repairs. This machine is furnished in two styles—with and without the tool box. The standard color is De Luxe gray with blue head, center tube, panels and striping. Price, $40.

The mudguards are extra heavy rolled steel with double flat steel braces, the front guard being provided with a forward extension and brace.

This is an entirely new model and a variation of the regular double bar type. The central frame bar branches at each end into a "Y" with curved arms, that at the forward end engaging the frame head in conjunction with the upper and lower frame tubes. At the rear the upper arm of the "Y" joins the seat post cluster and the lower arm runs into the seat mast tube a short distance below the line of the center tube, the combination giving a frame that is strong and attractive.

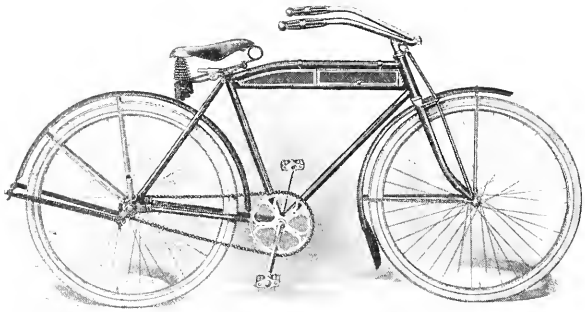
The equipment is of the highest class throughout and the machine is designed to meet the requirements of buyers who demand high quality, great strength and handsome appearance.

Excelsior Heavy Service

This model is designed to meet the special requirements of commercial delivery and similar heavy duty service. The front fork and head construction is extra heavy to withstand the strains incident to a load suspended from the handlebars or over the front wheel. The rear forks are specially reinforced to stand the strains of a luggage carrier and heavy load. It is a business machine throughout, built to withstand the hard service and misuse to which a commercial machine is invariably subjected.

The handlebars are the box type, 24 inches wide with leather grips. The wheels are extra heavy with tandem spokes, heavy front hub and any standard make of rear brake hub. The chain is roller type with extra hub sprockets. Saddle and pedals are both of motorcycle type and the mudguards are heavy rolled steel with double braces.

In addition to these models the Excelsior Cycle Co. are building a complete line of single and double bar machines to meet the varying demands of the trade with a wide range of colors, equipment and prices.



De Luxe Auto-Bike of motorcycle type which sells for $40

Indian Parcel Car Economical

Desirous of demonstrating to his own satisfaction the capabilities of the motorcycle commercial van for long distance delivery service, and to obtain a definite cost basis of such service, Frank A. Bowen, of Utica, N. Y., on October 29-30 established an interstate record for this type of vehicle. Using a 1914 twin cylinder two-speed Indian parcel car with 150 pounds of merchandise in the package compartment, he drove to Springfield, Mass., 203 miles, and returned the following day, covering 406 miles without any mechanical trouble whatsoever. The gasolene consumption averaged 48½ miles per gallon and the oil mileage was 210 per gallon. The total fuel cost was $3.22, an average of .0793 per mile, which is remarkable when it is considered that the Berkshire mountains of Massachusetts were crossed twice. The net running time was 15 hours and 20 minutes, an average of 26.4 miles per hour, another phenomenal performance for a commercial vehicle on a long-distance test.

Sattin Heads New Haven Club

The new president of the New Haven Motorcycle Club is B. Sattin. Other officers are: W. Benham, secretary, and J. Boyce, treasurer. The club is located at 915 State street, New Haven, Conn.

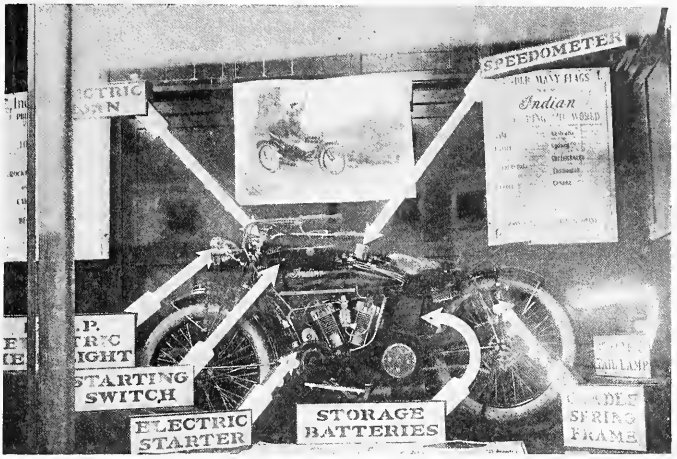
Is Your Window Doing Well?

Advertisers now-a-days are fond of sticking pictures of pretty girls in everything from sausage-grinders to automobiles. But this is not the right kind of spice—it has too much syrup and too little pepper. The real kind of spice is novelty, and when you have an interesting novelty in your window it is something that can not be beat.

For instance, during the world's series, up-to-date dealers are putting score boards in front of their shops, some are even going to the expense of having electric lighted diamonds on view. That is the best spice made, but it comes high. Now the dealer who can not afford to stake as much as that on display can do very well by using a little ingenuity. He can buy little figures of ball players, fashion a miniature diamond out of cardboard and paint, label the figures with the names of the players actually in the games for the championship banner, and arrange them in the position of a critical moment in yesterday's game. Not the day before, but yesterday. Then he can place a sign in front of the diamond—"When Wagner scored those runs in the sixth, and Mullen was taken out," or, "When Baker made that homer with two out in the ninth and a run needed to tie, after two strikes had been called, and Matty had to bow before the Mackmen." The display, of course, could be altered in ten minutes each morning to show a scene in yesterday's game.

Another example is the world war. One of the simplest displays possible can be staged in this way. Get a large outline map of Europe, color the countries at war with bright paint, blue, red, green, or black; then visit the local toy shop and buy three or four sets of lead soldiers, French, Russian, German, etc., if possible, and several miniature houses of tin or paper. Place the soldiers on the map in the positions indicated by the morning paper and set out the little houses to represent the towns, labeling each one properly. When a town like Rheims or Antwerp has been bombarded, tear the little houses, or burn them partially with a match. Get several toy cannon of a size to go with the soldiers and set them around the "towns" which are being besieged. Of course, there will not be room for more than a dozen "towns," but that is all that is necessary. Simplicity is its keynote.

The Capital City Motorcycle Club of Columbus, O., announces that it has secured a new club room located at 142 East Gay street.



Wm. Ramsdell, Indian dealer, has evolved this novel eye-compelling device—The arrows are intermittently illuminated at night. The store is in Norway, Mich.

Ramsdell Has Fine Display

A display which more than made good is that of W. Ramsdell, agent for the Indian in Norway, Mich.

The display consisted of eight metal boxes, each holding a cut-out cardboard sign behind which was placed red tissue paper and two or three electric lights, depending on the size of the sign. The arrows leading from the signs to their respective parts were made of metal, the surfaces of which were white enameled and studded with electric lights. The lighting of these signs and arrows was controlled with a 17-switch flasher which turned on the sign first and then the arrow, and so on until all signs and arrows were on. They remained illuminated about one minute, during which time the regular window lights were turned off. Between each operation of the signs and arrows the window lights were turned on so that the window was never in darkness. These lights as well as the signs and arrows were controlled automatically by the flasher. There was 275 feet of No. 14 rubber covered wire used in this display, but the arrangement was so that none of it was visible from the street.

The display was designed and installed by Ramsdell's son. All signs and arrows and also the flasher were made by him.

Motorcycle Cleans City Streets

Especially designed for use on traffic-crowded thoroughfares and boulevards, a motorcycle street sweeper has been made for city use. The refuse pick-up apparatus is attached to the left side of the machine, similarly to a side-car, and carries a rotary broom, 30 inches in length and 16 inches in diameter. In front of this is a dustpan which collects the dirt as it is brushed up and may be dumped, by the operation of a hand lever.

Shirley Eyes Foreign Trade

Amos Shirley, of 935 8th avenue, New York city, has signed up for the Indian agency in his territory. Shirley also carries a line of Excelsior and Pope machines and is looking forward not only to a good business in New York but also hopes to get a little foreign trade. He has found, however, that brokers for foreign countries are not going to agents but are trying to deal with the manufacturers direct.

P. L. Riplinger will be an Indian agent at Sioux Falls, Ia. At Windy City he signed up for 1915.

Zimmerman Opens Agency

August Zimmerman, of Baltimore, has secured the Washington (D. C.) agency for the Harley-Davidson motorcycle and has reopened the old establishment formerly conducted by John S. Berryman, former Harley agent, at 924 9th street. Zimmerman is well known in motorcycle circles throughout the East, having been traveling representative for the Harley-Davidson in 1912 and representing the Indian in Eastern territory in 1913 and 1914. Learning that the Washington agency was open, Zimmerman made a flying trip to Milwaukee late last month and was successful in securing the appointment.

The Harley-Davidson has been represented in Washington for several years by John S. Berryman. During the past summer Berryman surrendered the agency and it was temporarily placed in the hands of Frank Shore, an automobile tire representative. During the few months of Shore's management the motorcycle headquarters were in the tire establishment in New York avenue. Zimmerman has renewed the lease on the former Harley-Davidson storeroom in 9th street, where extensive alterations and improvements are in progress. The storeroom will be used for display purposes exclusively, with a large garage and repair and supply departments in the rear. The new agent will be known as "Zimmerman, the Motorcycle Man" and will specialize in repair work and supplies.

Continuous Show For Seattle

Other cities may have their auto shows and motorcycle exhibits, but Seattle can rightfully claim a perpetual show open to her citizens. A used car exchange established less than six months ago at 715 East Pine street houses 200 vehicles of all kinds. The building is almost 200 feet in length and 125 feet in width. On the main display floor are ranged a number of motorcycles.

An exchange station like this offers many advantages over separate stores. Visitors are continually coming in to look around, and they can see a large assortment of mounts, not two or three or half a dozen. In this way selection is made easier, and the purchaser may be sure of getting fair value for his money. The prices of the machines would be, in a way, standardized, which would do away with the large variation in prices of used machines which now exists among individual dealers.

Randall Tours Old Dominion

Having placed sub-agents in five counties of the "northern neck" of Virginia, William Randall, of the Randall Mfg. Co., distributer for the Reading-Standard in Maryland, Virginia, West Virginia, Delaware and the District of Columbia, has just returned from the Old Dominion state pleased with his tour and optimistic over the prospects for the future.

Baltimore Show January 19-23

The annual motorcycle show of the Baltimore, Md., dealers will be held in the Fifth Regiment Armory from January 19 to 23 next. The two-wheelers will be exhibited in connection with the automobile show, the same as this year, but they will be placed in a large hall to themselves, so that they will have an almost exclusive show and make some kind of an impression. They were given this privilege this year for the first time, they heretofore being distributed about the vast armory and being practically swallowed up by the big automobile exhibits. The dealers are growing in number in Baltimore and their business is going up in leaps and bounds, and it is their ambition before many years pass to be able to hold an exclusive motorcycle show and not exhibit in connection with the autos.

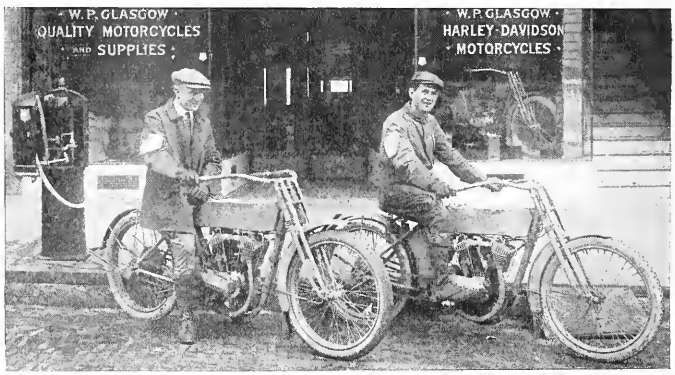
Milwaukee Concern in New Quarters

Constantly increasing business is the logical explanation given by the Standard Cycle Co., of Milwaukee, Wis., of its change of address from 185 Third street to its new quarters in 518 East Water street. The concern does a large jobbing business in bicycles, bicycle and motorcycle supplies, tires, etc., and will devote the two upper floors of the new building to the wholesale end of the business, while the main floor will contain a wareroom 80 by 20 feet for the retail business.

Weschler At French's Wigwam

Frank J. Weschler, sales manager of the Hendee Mfg. Co., visited the wigwam of Howard A. French & Co., Baltimore, Md., last week and spent several days as the guest of French. He has just returned from a visit to Canada, where he placed a very large order with the Canadian government for Indians to be used by the scouts in the European war.

A second regiment of the two-wheeler soldiers is being equipped in Canada.



New home of the Harley-Davidson in Tacoma, Wash.—W. P. Glasgow is the landlord

How a Screwdriver Should Be Handled

The First of a Series of Articles on the Proper Use and Right Care of Two-Wheeler Repair Tools

The general use of the bicycle and motorcycle by the public has created a large standing demand for a broader knowledge of the several tools used in the repair and upkeep of these vehicles, together with a better understanding of their care, character and methods of using same.

The interest of the owner of a single-tracker is stimulated and his pleasure greatly increased by the sense of feeling that he, at least, knows what tools are used and just how they ought to be handled, even if he does not choose to do the actual work himself.

The repairman in the bicycle or motorcycle shop will want to learn more thoroughly the use of his tools, that his work may be more efficient and the value of his services greater to both employer and customer.

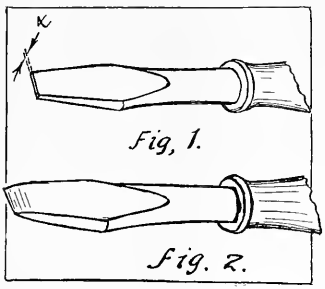
It is this growing wish for a better understanding of the subject, and independence on the part of the owner of motorcycles, together with a desire to place at the disposal of those, who have not had the advantage of a special training, information concerning the nature and use of these tools that has prompted this series of articles to be published beginning with this installation.

We shall take up in turn the simplest of the tools and treat each with as much thoroughness as may be necessary to make their use and care clearly understood, at the same time dealing with current practice in the handling of repair jobs, including suggestions for methods which should make for more efficient work.

The simplest of the tools most generally used and the ones which are given, in most instances, the least attention, are the screwdriver, the hammer and chisel, the file and the wrench. Since these are the most used it is safe to state that they are, probably, the most abused.

Since all machinery is made up of a collection of separate parts, each fashioned to its neighbor in some manner, usually with a bolt or some form of screw or screw clamp, perhaps riveted, it is logical that the tool used in putting them together will be the one used to take them apart when repairs are to be made. This brings to mind first the simplest of all the tools mentioned, viz., the screwdriver. The first article will, therefore, deal with the care and use of the screwdriver.

This tool is most often found in a condition practically unfit for use. A detailed description of a screwdriver is unnecessary here, but it is essential that the shape and condition of its blade or



Correct form of screwdriver blade (Fig. 1); condition the blade often gets in (Fig. 2)

working edge shall be referred to. Reference is made to the accompanying figures.

Fig. 1 shows how the blade should be formed, the thickness (t) being such that it will fit neatly into the slot of the smallest size screw it is meant to be used with. If it does not fit the slot of the screw get another one that will fit it, if such a one is available; it is not good practice to alter the shape to make it fit a particular case and this should be done only when there is absolutely no other way to do the required work. However, if it is found to be necessary, then grind or file the blade so that it will fit the slot of the screw as shown in Fig. 3. It should be kept in mind that altering a tool soon destroys its usefulness and value for the purpose it was originally meant to serve.

It is too often the case that screwdriver blades are allowed to assume the shape shown in Fig. 2, and when applied to the head of a screw while in this shape, as shown in Fig. 4, the sides do not bear against the sides of the slot and when an effort is made to turn it the sloping or wedge shaped sides causes it to tend to ride up and out of the slot. In order to counteract this tendency a greater force is brought to bear upon the handle, pushing against the screw, which serves to increase the friction between the threads and, consequently, makes the screw harder to turn, thus wasting useful effort and often injuring the tool and screw as will be shown.

The visible result is, usually, that shown in Figs. 5 and 6, the former of which shows the opposite corners of the slot bent and torn so that it is impossible to move it with the screwdriver and recourse is had to the hammer and chisel to start it. This, of course, practically destroys the screw for the purpose it was meant to serve.

Fig. 6 shows the usual effect upon the blade itself of this practice. Its corners are both twisted and bent so that its usefulness is impaired if not destroyed.

The degree of hardness which is given to the blade is important; if too hard it will crumble and break in the effort to turn the screw; on the other hand, if it is too soft it will twist easily and bend at the corners as shown in Fig. 6.

Either condition can be easily and readily remedied as follows:

Heat the blade for a short distance from the point or end, in a forge, the the flame of a gasolene torch, or, if nothing better is available, the fire in a kitchen range or stove will serve the purpose. Let it remain in the fire until the color is a bright (cherry) red; care should be taken not to let the color reach a point where it will glow or throw off sparks, although this will not probably occur unless the fire is supplied with an air blast. Remove from the fire and dip the end quickly into water which has a temperature not lower than, say, 50 to 60 degrees Fahr., hold the blade vertically and dip the end to a depth of about a half to three-quarters of an inch. This will quench the heat at the end but will leave that portion above still heated; rub the part just cooled with a portion of a brick, a piece of grindstone or anything that will brighten the surface, then hold in a position where the light will be reflected from it and watch the change in color as the heat from the upper part gradually spreads.

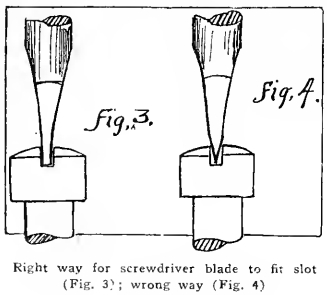
Sometimes this spread of the heat is not enough to bring about the effect desired, in which case it is necessary to hold the blade either in the fire for a

brief period or immediately above it, or hold it against another piece of iron or steel which has been heated to redness.

The color will change, passing successively through gray, a yellow or straw color, purple, a light blue, a dark blue and then to the natural color of the metal. When the color reaches the light blue, quickly plunge it into the water bath. This will arrest the changes that are going on in the steel itself and leaves it in a condition of toughness that will resist the tendency to crumble or bend when in use under ordinary conditions.

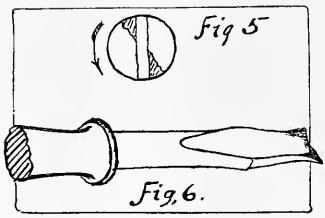
There are times when the force necessary to turn a screw is greater than it is possible to apply by gripping the handle with the hand. Unless a bent tool or special form of screwdriver is available, the use of a small pipe (Stillson) wrench upon the shank of the blade above the flattened part will furnish the required additional leverage. It may be possible that the flattened part of the blade is long enough to permit the use of a monkey wrench, which is made to grip the flattened sides just above the screw head, and in this manner the necessary leverage is obtained. Again it is sometimes the case that the shank of the blade is made square so that the jaws of the monkey wrench may be used as stated above.

The principal things to keep in mind are these, viz.: First, the blade must be kept in such shape that its point will fit into the slot with the sides fitting against the sides of the latter and not against the top edge of the slot only, as in Fig. 4. Second, that the greater the pressure against the handle for the purpose of preventing the blade from lifting out of the slot, the greater the force required to turn the screw, i. e., the harder it is to move.



Right way for screwdriver blade to fit slot (Fig. 3); wrong way (Fig. 4)

So much for the tool itself. We shall give a few cases which will serve to illustrate how it may be used in difficult situations. A screw will be found that has rusted in place and will refuse to move. If a steady pull be made upon the screwdriver, using a wrench for a lever as indicated above, it is more than probable that the head will be twisted off or the body will be broken off at some point within the tapped hole. Several ways are known to prevent this happening; soak the screw with kerosene or "coal oil" and wait until it has had a chance to reach down into and between the threads; tap the head of the screw lightly with a hammer before trying the screwdriver; this will sometimes break the rusted joints between the threads and make it start; instead of giving the wrench fastened upon the shank of the screwdriver a steady pull,



How slot tears by using poor blade (Fig. 5); how blade twists (Fig. 6)

give it a series of sharp pulls or jerks; this action sometimes has the same effect as hammering the head, jarring the threads loose and enabling it to be started. Should all these fail and it is possible to apply heat to the metal into which the screw is tapped without injury to the other parts, then hold the part in the flame of a torch or Bunsen burner until it is thoroughly heated; this will cause the metal to expand, easing it away from the screw thread and making it easier to start.

After it has started it may be found to be advisable to turn it by easy stages, reversing the motion occasionally by rocking the screwdriver to and fro each time turning the screw out a little further.

Should the body happen to break off within the hole, it will be most easily removed by drilling a hole into the screw with a drill somewhat smaller than the diameter at the bottom of the thread; then driving into this hole a square piece of hardened steel having its edges sharp enough to cut into the inner surface of the drilled hole and then using the wrench upon the projecting end of this steel piece. The drilling of the hole leaves a thin shell within the tapped hole and this will yield inwardly toward the center thus permitting an easy removal.

Sometimes the screw that has broken off within the tapped hole has been case-hardened and it is found to be too hard to be touched with a drill; in this case it is found necessary to again resort to the use of heat, the entire piece being heated to a bright red, this to include the screw also, and then allowed to cool slowly, being covered in ashes or some other material that will serve to hold the heat and permit it to radiate but slowly. This will anneal the screw and make it soft enough to be cut with the drill.

The next article will deal with the use of the monkey wrench, it being a tool required in similar operations to those in which the screwdriver is used. It is intended to deal with the larger tools used in a repair-shop, their arrangement in the shop, and the means for efficient handling of same in the articles which will follow later.

Diamond Co. Produces Heavy Chain

Of much interest to the trade at large is the Diamond Chain & Mfg. Co.'s announcement of a new ⅝-inch pitch driving chain known as No. 149. The new chain is especially heavy and strong for the latest type high powered machines. It fits the standard ⅝-inch sprockets and is furnished ¼-inch and ⅜-inch wide.

The principal trouble with motorcycle chains in the past has been breaking of rollers, caused generally by incorrect sprockets and chains being too light for the higher powered models. The Diamond company state that this trouble is entirely eliminated in their new chain by the use of heavy walled rollers made from a special alloy steel. They did much experimenting with different steels for rollers as well as other parts, running chains under severe tests in their own plant, before finally deciding upon the materials and design for the new chain.

For rivets the Diamond company use nickel steel exclusively, the same as in their automobile chains, the rivets and other wearing parts being heat treated by an improved method. Holes in side bars are reamed accurately to size, which insures a perfect bearing contact for bushing and rivets not possible with the customary punched hole.

The new chain is quoted at the same prices as their lighter model No. 150. The company will continue to furnish this lighter chain for those who may prefer it for the smaller powered motorcycle for which it has been so satisfactory in the past.

Steiner to Visit New York

C. Steiner, of Steiner & Co., of London, will be in New York the end of this month to secure selling agencies for American bicycles and motorcycles in Great Britain. He will stop at the McAlpin Hotel.

Praise for "Safety First" Movement

Those who have scoffed at the safety movements in factories and shops looking toward the prevention of accidents will, it is said, be surprised at the results shown in the report, soon to be issued, of the "Safety First" movement in the Goodyear Tire & Rubber Co. factory at Akron, O.

Goodyear has had for several years a safety engineer, whose business it is to install safeguards for machines and make safe places found dangerous. It is interesting to note that when the safety movement was first begun Goodyear factory employes were skeptical and some of them regarded the whole proposition as a joke. But so greatly have factory accidents been cut down in number that the skepticism is all gone and nearly all of the 7,500 workmen are aiding the movement heartily. They are helped in this by a series of suggestion boxes, in which employes are requested to drop written recommendations, etc., the valuable ideas being rewarded according to merit.

Owing to the general interest in factory safety movements, it may be interesting to note how the Goodyear organization operates. First, there is a central committee, with the assistant to factory manager as chairman, and a membership of nine men from various parts of the plant who have opportunities for getting about. They report regularly on dangerous conditions found and each central committeeman is chairman of a division inspection committee, so the work is very thorough. One result is that only four out of the 307 men on the committees have been victims of injury.

Motorcycle Aids Football Coach

Everybody knows "Old Man" Stagg, coach of the University of Chicago football team for this and many years. The latest story to circulate about this popular figure of the gridiron is that Stagg

Strogonoff's Emblem carries full cargo

has developed an attack of neuritis which makes walking impossible. He evolved the idea of a motorcycle with sidecar attachment.

From this vehicle, new to the football field, Stagg has followed every play of his Maroon warriors. As the humor strikes him he can sprint away to distant corners of the field, where he can oversee the detailed practice in punting or tackling that is always going on. During the actual games the sidecar furnishes a comfortable seat for the famous coach.

It is hinted that now Stagg's legs are as well as they ever were, but in spite of this he shows no signs of relinquishing his comfortable quarters.

C. R. C. A. Six-Day Team

After a few years of quietness the Century Road Club Association has again launched itself into the six-day racing game, and has selected its members, Kopsky and Hansen, to represent the association. Both of the riders have been supplied with racing "Gold and Blue" shorts and although it is not expected that their team will win, the members expect their men to be away up in the list at the end of the contest.

This is the second New York six-day race for both Kopsky and Hansen and both have ridden in two ten-hour six-day races in Boston.

Wider Membership for Washington Club

After having reduced its membership to 30 active members and increased the dues to $1 per month, the National Capital Motorcycle Club, of Washington, D. C., has forsaken its policy of exclusiveness and opened its membership to the riders of the District of Columbia. The National Capital is F. A. M. club No. 2, and since the disbandment of No. 1 club is now the oldest affiliated club. The recent reduction in membership was accomplished by suspending a large number whose membership had lapsed by non-payment of dues. The club's rooms are being refurnished throughout and prepared for the winter season.

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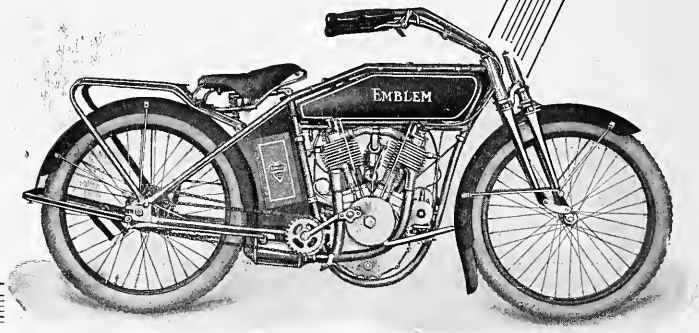

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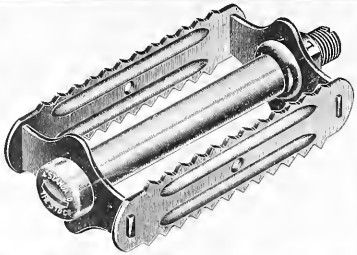

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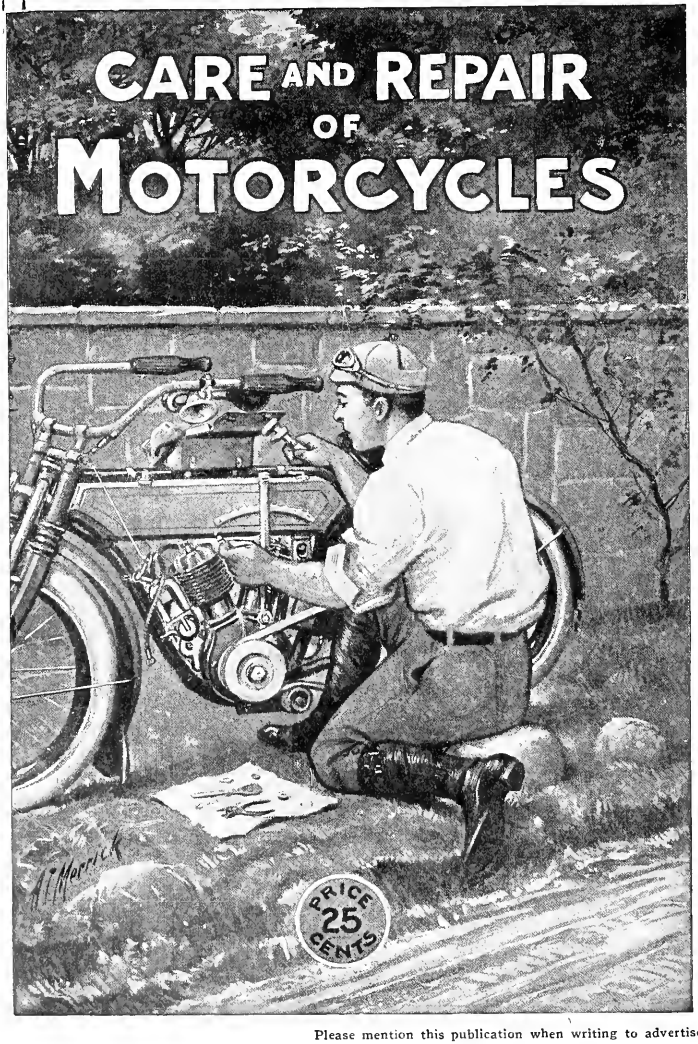

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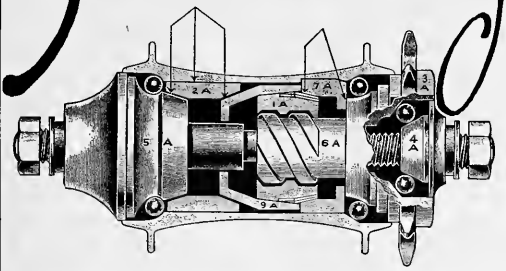

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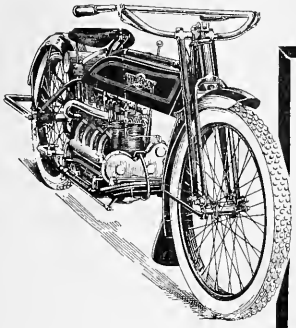

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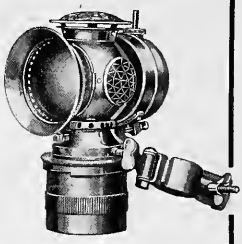
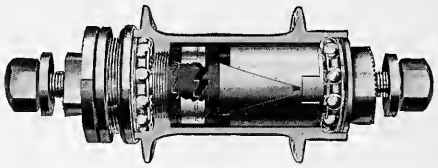


Jobbers and Dealers

Send for new catalogue. Contains new models, prices, terms for season 1915.

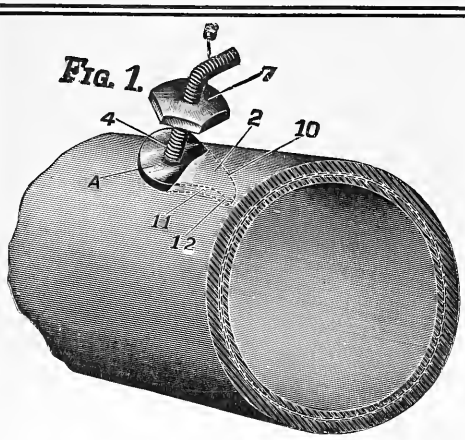
The BADGER BRASS MFG. CO.
Kenosha, Wis.

IT CANNOT SLIP



The New Musselman Positive Drive COASTER and BRAKE

Made only by
The Miami Cycle & Mfg. Co.
Middletown, Ohio



The Harris Brass Plug
NEW, SIMPLE AND EFFECTIVE

Can be inserted with ease in the smallest puncture. Solid piece oval head, making leak through thread of shank impossible. Top washer can be tightened at any time and with any style of wrench or plier.

ELECTROTYPES FURNISHED FOR CATALOGS

Buy Through Your Jobber

D. P. Harris Hardware Co., 48 Warren St., **New York**

READING-STANDARD

Reading Standard Bicycles are guaranteed for three years, but their quality lasts longer. Investigate. A good proposition for live dealers.

READING CYCLE MFG. CO., Reading, Pa.

United States Bicycle Tires

Are the famous Hartford and Morgan & Wright brands greatly improved.

They are sold by reliable dealers everywhere.

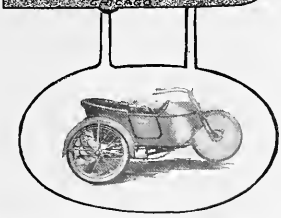
UNITED STATES TIRE COMPANY
Broadway at 58th Street, New York City

Rogers

Underslung spring suspension--wonderfully easy riding. Extra heavy tubing and drop forged fittings.

Real hair upholstery Mahogany trimmings.

Write



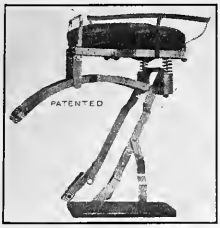
Most popular sidecar on the market.

Sturdy, safe, comfortable. Handsomely finished. New improvements for 1915.

Price, $75.00 complete. No extras.

ROGERS MFG. CO., Hearst Bldg., Chicago, Ill.
H. T. ROBERTS, Selling Agent

Has All the Big Features
That make for durability, comfort and style



—and all the "little things" that count for so much on the long rides and the month-in and month-out use of your motorcycle.

The F-N is easily converted into a side seat by attaching our back rail and foot board. Price, complete, $12.00.

Get our catalog—it tells a true story.

FENTRESS-NEWTON MFG. CO.
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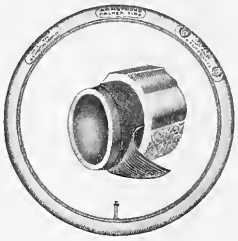
SPROCKETS
FOR
BICYCLES-MOTORCYCLES

THE PARISH & BINGHAM CO.
CLEVELAND, OHIO

Armstrong Improved PALMER TIRES



A Quality Tire at a Fair Price

Palmer Construction and Palmer Quality leads all competition and the "Armstrong" Improvement adds greatly to the lasting qualities.

Any tendency to puncture has been minimized by the addition of a particularly tough piece of red rubber on the tread and gray rubber on the sides, but the great resiliency of the Palmer racing tire has been retained.

Specify "Armstrong-Palmers" on your high grade wheels and get the best tire that money can buy.

It Will Pay Jobbers to Write for 1915 Prices

The prices have been reduced and there is a good profit in "Armstrong-Palmers" for both the Dealer and the Jobber. Electrotypes free.

New York Sporting Goods Co.
Distributors of Armstrong-Palmer Tires
15 and 17 Warren St., New York, U. S. A.

EXCELSIOR CYCLE CO.

De-Luxe Auto Bike
A Full Line of Standard Models. Write for Catalog.
166 NORTH SANGAMON ST., CHICAGO

PIERCE
A Quality Bicycle at a reasonable price
PIERCE CYCLE CO.
BUFFALO, N.Y.

GOOD NEWS TO ALL

THE BADGER BRASS MANUFACTURING CO.
now furnish the

Shipp Handle Bar Lamp Bracket
as an Option on Solar Gas Lamps.

SPECIFY THEM
and Increase Your Lamp Sales.

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PATENTEE
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STEVENS & CO.
DISTRIBUTORS
NEW YORK CITY

Dealers' Directory

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Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
GAULOIS TIRES AGENCY.
Repairs Guaranteed. F. A. M. Shop.

DRISCOLL & JEANROY
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Full line of parts and accessories. Repairs guaranteed.
Open day and night for storage customers.
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THE NEW YORK MOTORCYCLE CO.
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THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

HARLEY-DAVIDSON SALES CO. OF NEW YORK.
533 W. 110TH ST., NEAR BROADWAY.
DISTRIBUTERS FOR
HARLEY-DAVIDSON MOTORCYCLES.
COMPLETE STOCK OF MACHINES AND PARTS. ROGERS SIDE CARS.

NEW YORK—CONTINUED

PLAZA MOTORCYCLE EXCHANGE
We Buy, Sell and Repair Motorcycles and Bicycles, Tires, Parts and Supplies.
Delivery from stock on Indian and Excelsior, cash or easy payments.
Queensboro Plaza, Long Island City, N. Y.

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MOTORCYCLES.
Agent for EXCELSIOR, LIMITED and HENDERSON.
1491 Fifth Ave., Bet. 119th and 120th Sts.
Telephone, Harlem 2337.

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Brooklyn and Long Island Distributor for
THOR MOTORCYCLE.
Full Line of Parts.
1031 Bedford Avenue, Brooklyn.

AMOS SHIRLEY
Distributor for POPE MOTORCYCLES.
Also Agent for Excelsior and Henderson. Indian parts in stock. Bicycles—Columbia and Hartford, and Fay Juvenile Motorcycles on easy payments. Repairs and Accessories.
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Agents Wanted for our Special Brand of BICYCLE AND MOTORCYCLE TIRES.
Write for Proposition.
Full line of Bicycle and Motorcycle Supplies.
85 Chambers St., New York City.
Telephone 3624 Worth.

YALE MOTORCYCLE
STANDARD PARTS — ACCESSORIES
SPECIAL YALE EQUIPMENT
Mail orders filled day received.
LOUIS GOLDSMITH,
92-98 St. Nicholas Ave., New York, N. Y.

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Motorcycles, Bicycles and Supplies
An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

MILWAUKEE, WIS.

STANDARD CYCLE CO.
Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
185 3rd St., Milwaukee, Wis.
Long Distance Telephone, Grand 62.

HIGH-GRADE

wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

Morse Twin Roller Chain

NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

SEND FOR CATALOG AND TRADE PRICE TO

MORSE CHAIN CO., ITHACA, N. Y.

Supplee-Biddle Hardware Co.

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BICYCLES AND SUNDRIES

Prompt and complete shipments

Be Good to One Another

Get your friends to read this paper. They will like it and thank you for recommending it.

PENNSYLVANIA

Red Oilproof Tread
VACUUM CUP TIRES
The biggest selling of all manufacturers' brands of bicycle tires.
Pennsylvania Rubber Company
Jeannette, Pa.

The High Cost of Living Reduced

HOW to reduce Tire Expense, the biggest running expense of a motorcycle.

The above information will be given free in form of a pamphlet referring to all standard makes of tires, if you will address

THE TWITCHELL GAUGE CO.
1200 Michigan Avenue Chicago, Illinois

Star Ball Retainers

are universally used in

Automobiles
Bicycles
Coaster Brakes
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THE STAR BALL RETAINER CO.
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MADE IN AMERICA

"Duckworth Bicycle Chains"
The Same High Grade as
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DUCKWORTH CHAIN & MANUFACTURING COMPANY, Springfield, Mass.

For Sale—Wants—Exchange

A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order

FOR SALE—One 1914 7 H.P. two-speed electric equipped Indian and Indian sidecar, perfect condition; $200 for motorcycle, $50 for sidecar. $25 down, balance C. O. D. KARL OAKS, Oshkosh, Wis.

BROOKLYN and LONG ISLAND HEADQUARTERS 1914 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Cash and easy terms. Write for catalog and terms. "BOB" BRAZENOR, 1507 Bushwick Ave., Brooklyn, N. Y.

OUR specialty is parts: for Thor, Merkel, Indian, M-M, F-N, Curtiss, Marvel, R-S and Royal Pioneer motorcycles, all coaster brakes and Eclipse clutches. Ours is the best motorcycle garage and repair shop. We oxi-weld crankcases, cylinders, etc. 40 used machines on hand, $25 up. NEW YORK MOTORCYCLE CO., INC., 1777 Broadway, New York, N. Y., 4th floor.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

POPE Motorcycles and Simplex Sidecars agents. RIVERSIDE MOTORCYCLE GARAGE, 533 W. 110th St., near Broadway, New York City.

The fellow who tries to attract business without advertising is like the young man who throws his sweetheart a silent kiss in the dark. He knows what he is doing, but no one else does.

Be Prepared

You never can tell when you will have tire trouble, but a set of

Simplex Tire Tools

will always relieve the situation. Be sure to have them in your tool kit. Drop forged steel, Sherardized.

Price, Per Set of Three, 50c.

Manufactured by

STEVENS & COMPANY

High Grade Motorcycle Accessories

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MILLER TRIPLEX SIDE SEAT

Send for Booklet and Agency Proposition

Haverford Cycle Co.

825-829 Arch Street
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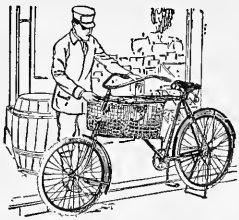
Get catalog and agency proposition

IVER JOHNSON'S ARMS & CYCLE WORKS

360 River Street, Fitchburg, Mass.

The best equipment for parcel delivery. Cheapest, quickest and safest for both messenger and goods. Write for particulars.



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153-157 Austin St. Chicago, Ill.

SCHRADER UNIVERSAL VALVE

(Trade Mark Registered April 30, 1895)

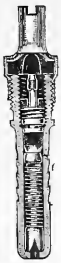
Simple and Absolutely Airtight

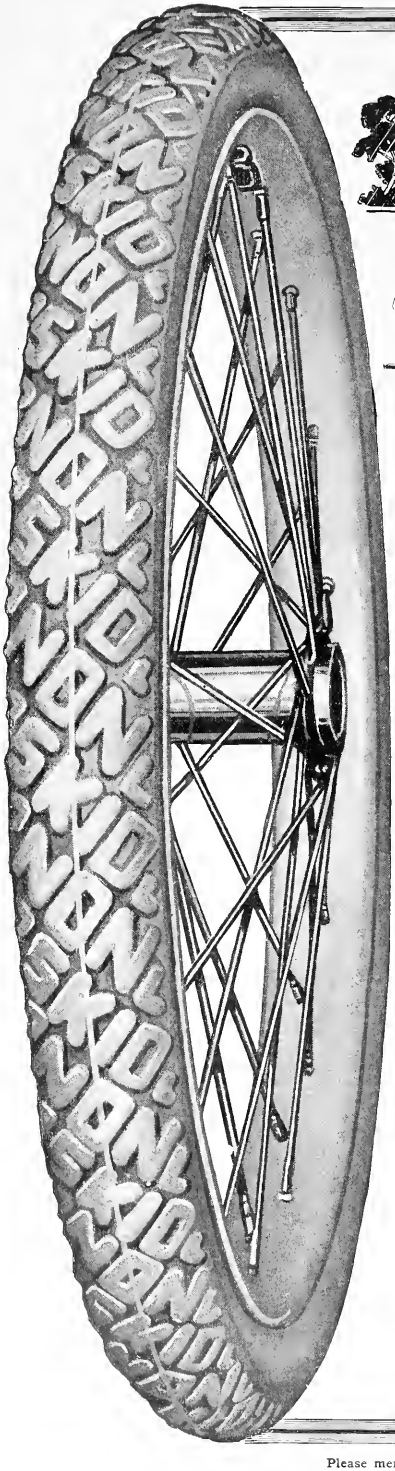
Manufactured by

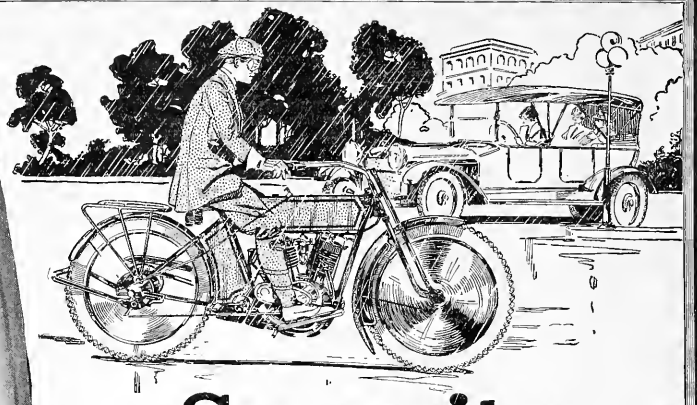
A. SCHRADER'S SON, Inc.

Established 1844

783-791 Atlantic Avenue **Brooklyn, N. Y.**







Security

The development of the motorcycle has made motorcylists of today discriminating buyers. Their mount must be equipped with every accessory of a dependable kind. Only those features insuring security as well as comfort are considered and tire equipment is receiving more consideration than ever before.

Firestone Cycle Tires have every feature contributing to security and comfort—heavier construction—better materials—and more careful workmanship. As tire specialists Firestone Tire & Rubber Company have been first to recognize the demand for a better cycle tire.

Firestone

Motorcycle Tires

are built up in the same way as Firestone automobile tires. Non-Skid or corrugated tread as desired. The Non-Skid tread is extra rubber, and besides security, gives added life to the tire. The corrugated tread with its deep grooves and abundance of rubber also assures easy riding and long mileage. Firestone demand has developed the largest exclusive tire factory in the world, and this demand has been created by sheer merit of the tire.

Firestone Cycle Tires contain more rubber than any other cycle tire made. Made in four sizes—28 x 2½ and its oversize 29 x 2¾—also made 28 x 2¼ and 28 x 3.

Your dealer has Firestone Motorcycle Tires or can get them for you at once.

Firestone Tire & Rubber Company

"America's Largest Exclusive Tire and Rim Makers"

Akron, Ohio **Branches and Dealers Everywhere**

Revolutionizes Old Methods

That's exactly what the SPLITDORF MAG-DYNAMO does for you and for your machine.

The MAG-DYNAMO is a magneto and dynamo in one compact unit for ignition and lighting and is interchangeable with magneto installation.

Simplicity is the keynote of the SPLITDORF MAG-DYNAMO. The unit is compact, accessible, self-contained, waterproof and efficient to a remarkable degree: you always have the hot, fat sparks for your ignition and plenty of "juice" available for your lights and horn.

Positive starting and running ignition with or without the battery; no arcing or burning of breaker points or commutator: no permanent magnets to become de-magnetized!

A SPLITDORF "MAG-DYNAMO" Booklet is yours for the asking

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SAN FRANCISCO.....1028 Geary St.
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TORONTO

Factory: NEWARK, NEW JERSEY

FISK

"RED TOP"

TRADE MARK

TIRES

For Motorcycles

THE Fisk "Red Top" non-skid tire lends a touch of distinction to the equipment of any motorcycle.

The red non-skid tread and white sidewall possess an individuality that attracts, and the fact that you are using "the latest and the best equipment" cannot easily escape attention.

We have received from all parts of the country splendid reports of the durability and wearing qualities of the "Red Top" and recommend it without reserve to tire users everywhere. If interested, write Dept. E for literature.

THE FISK RUBBER CO.

Factory and Home Office **Chicopee Falls, Mass.**

Fisk Branches in 46 Principal Cities

Trade Mark
Reg. U. S. Pat. Off.

Time to Re-Tire?
(Buy Fisk)

The Bicycling World and Motorcycle Review

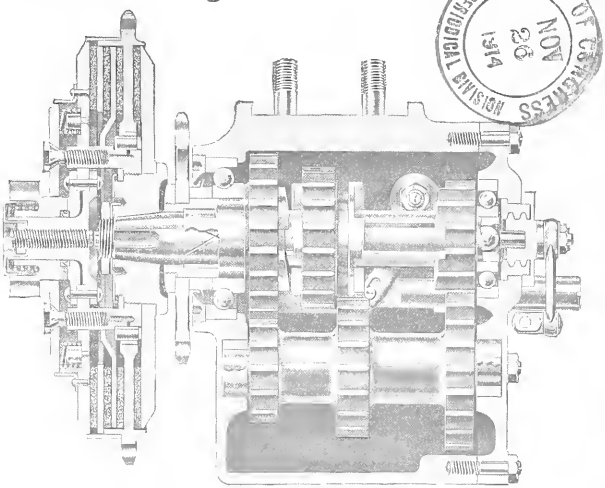
Founded 1877

37th Year | New York, November 24, 1914 | Ten cents a copy Two dollars a year

Imitation Is the Height of Flattery

Five Years Ago the *Indian* Was the First to Introduce The Countershaft Multi-Speed Gears

40,000 of Them in Use Is the Strongest Recommendation for



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The

Indian

Three-Speed Gear

Our long experience in extensive manufacturing of multi gears has given us much wisdom on this subject.

The *INDIAN* gives you a set of gears with teeth cut strong enough in pitch and width to operate an automobile, made of material DESIGNATED by EXPERIENCE.

The *INDIAN* is the ONLY LINE OF MOTORCYCLES made in America giving the choice of three-speed gears on any model you may choose.

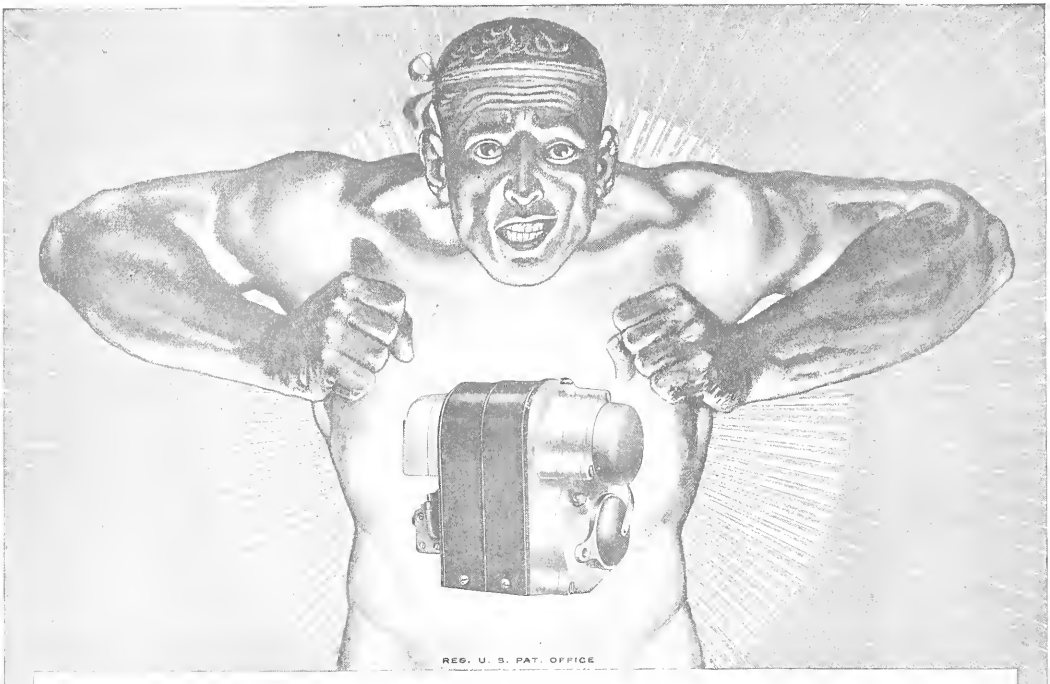
HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York



Revolutionizes Old Methods

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The MAG-DYNAMO is a magneto and dynamo in one compact unit for ignition and lighting and is interchangeable with magneto installation.

Simplicity is the keynote of the SPLITDORF MAG-DYNAMO. The unit is compact, accessible, self-contained, waterproof and efficient to a remarkable degree; you always have the hot, fat sparks for your ignition and plenty of "juice" available for your lights and horn.

Positive starting and running ignition with or without the battery; no arcing or burning of breaker points or commutator; no permanent magnets to become de-magnetized!

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LONDON

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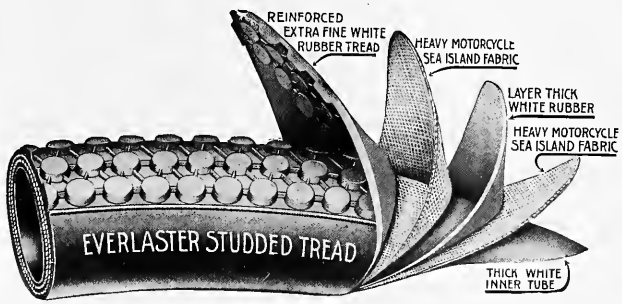


Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

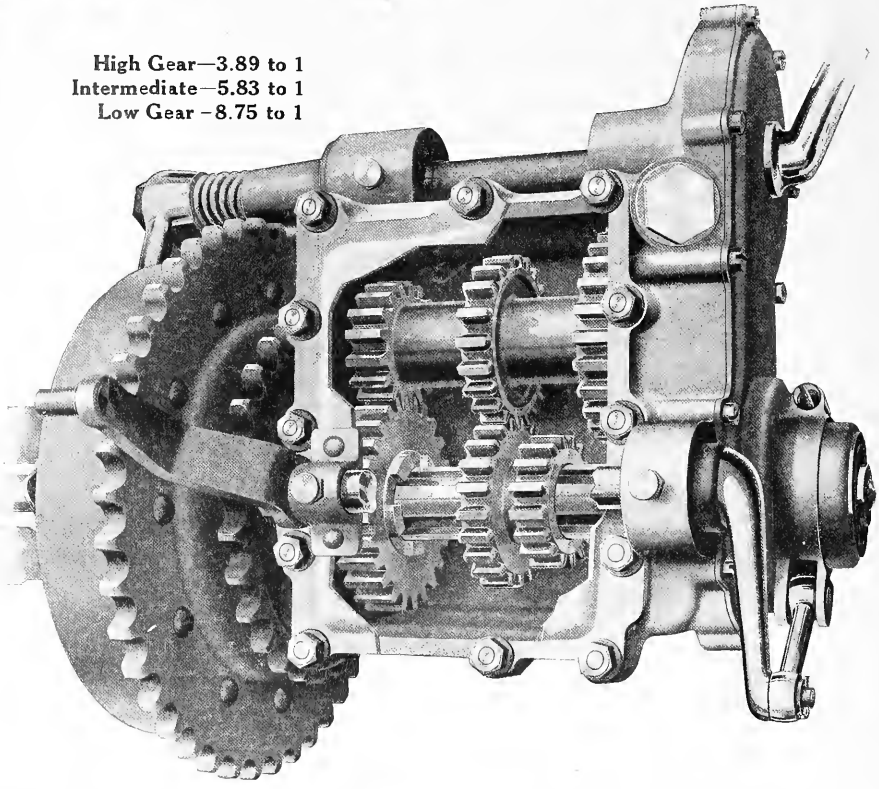
Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

Harley-Davidson Three Speed Gear

High Gear—3.89 to 1
Intermediate—5.83 to 1
Low Gear—8.75 to 1



The Harley-Davidson three-speed sliding gear transmission is built to stand up indefinitely.

The intermediate gear provides just the right ratio for hard going. It may be used mile after mile if desired. With it there is no gear noise. It means what really amounts to ***two high gears.***

Big, generous ball bearings and high duty phosphor bronze bushings carry the loads in intermediate and low gear. This transmission is free running on high gear.

The Harley-Davidson three-speed is fool proof and trouble proof. There is nothing to continually tighten up—no adjustments are necessary. An ingenious locking device makes it impossible to shift the gears until the clutch is released, doing away with any chance of stripping gears.

The only care or attention required is to maintain the proper oil level in the gear box. A little oil now and then, that's all.

The 1915 Harley-Davidson three-speed twin has already demonstrated that it is destined to be the most popular Harley-Davidson model built to date. 75% of our 1915 production will be three-speed twins.

Harley-Davidson Motor Company

Producers of High-Grade Motorcycles for Nearly Fourteen Years

Milwaukee **Wisconsin, U. S. A.**

They're Asking for These Bicycle Tires

Twenty million families, month by month, have been reading of Goodyear-Akron Bicycle Tires in a wide list of national publications.

A great demand has resulted. For these are the tires that offer real Goodyear quality at a price hitherto unheard of in the realm of tires of service. They have taken the bicycle world by storm.

Dealers everywhere are reporting calls for Goodyear-Akrons as the result of this advertising. It is safe to say that no other tire has been advertised so extensively. It has been a dealer's campaign throughout.

GOODYEAR
AKRON
Bicycle Tires

Still More Advertising

From now on, Goodyear-Akrons will be advertised more extensively than ever. Throughout the entire United States people will see the advertising that will tell of the Goodyear quality of these tires—how exclusive standards, equipment and output all make possible this new value and low price of $2 48 each, smooth tread, size 28x1½; $2.75, Non-Skid, sizes 28x1⅜, 1½ and 1⅝.

Write today for dealer proposition. It will surely interest you. It will show you how you can make *more money* through increased aggregate sales, and at the same time offer a tire that you can conscientiously recommend—a tire that is backed and guaranteed by The Goodyear Tire & Rubber Company.

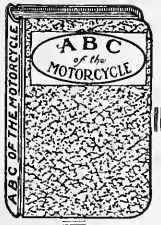
Asking for the Goodyear-Akron dealer proposition also brings you the big free book, "New Ways to New Business," which presents 88 master methods by which bicycle dealers everywhere have built profitably and permanently.

Act Now

Writing involves no expense or obligation on your part whatsoever. It puts you in possession of real sales ammunition that will boost your business in every department. Write now—right NOW.

The Goodyear Tire & Rubber Company, Dept. 228, Akron, Ohio

Makers of Goodyear No-Rim-Cut Automobile Tires (2041)



A B C
of the
MOTORCYCLE

Price, Cloth Bound
$1.00

By
W. J. JACKMAN, M. E.

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$1.50

Text and Illustrations that Make the Mechanism and Operation of the Machine Clear to Those Directly or Indirectly Interested

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I. Inception and Evolution of the Motorcycle—The First Machine—Its Evolution—Modern Developments.

II. Vital Features of the Motorcycle—Relation of Various Mechanical Parts—How They Operate as a Whole.

III. Motive Power—Production and Application—Why Gasolene Is Used as a Fuel—Proper Mixtures—Expansive Force of Certain Proportions.

IV. What the Carbureter Does—Its Mechanism and Operation—Regulation of the Carbureter—Use of Throttle Valve—Some Carbureter Troubles.

V. Ignition—Battery and Magneto Methods—How a Magneto Works—Batteries and Spark Coils Explained—Function of the Spark Plug.

VI. The Motorcycle Engine—Mechanism and Operation—Piston Rod Connections—Starting an Engine—The Exhaust System.

VII. Timing—What It Is—How Done—Regulation of Spark—Regulation of Valve Action—Fixed Timing—The Contact Maker.

VIII. The Crank Case—Its Mechanism and Functions.

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XVI. Effect of Weather on Motorcycles.

XVII. Selection and Use of Machine—Good Fit Essential—The Matter of Cylinders—Starting a New Machine—The First Lesson—Learning to Mount, Pedal and Steer.

XVIII. Hints on Shop Repairs—Patching Cracked Cylinders and Piston Heads—Removing a Piston Ring—Vulcanizing Tires—Regrinding Valves—Removing Broken Spark Plug.

XIX. Some Things Worth Knowing—What to Carry on a Trip—Protection Against Thieves—Engine Testing Speeds—How to Measure Grades.

XX. Buying a Second-hand Motorcycle—What to Do First—Parts to Examine—Engine an Important Feature—Tires Need Inspection.

XXI. For People With Speed Craze—How to Make a Racer Out of a Road Machine.

XXII. "Dont's" For Motorcyclists—Advice That Will Save Time and Money and Minimize the Possibility of Accidents.

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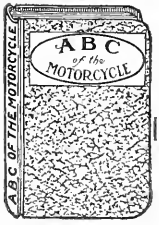

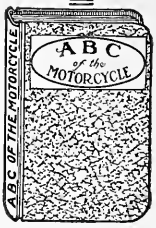

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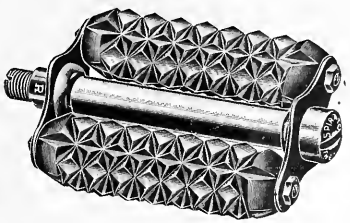

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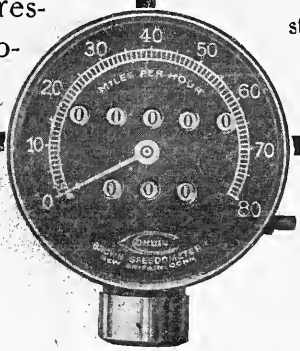

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The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX | New York, November 24, 1914 | No. 10

The Week's News : : at a Glance : :

F. A. M. Wins Important Victory

Smith Motor Wheel Selling Campaign is On

Roth Will Manufacture Pirate

Metropolitan Dealers to Get Together Again

Preparations Completed for Savannah Classic

Goullet and Grenda Take the Six-Day Grind

Mt. Tom Climb Again Accomplished by Motorcycle

Two-Speed Gear for Pope Singles

SPECIAL FEATURES

Ben Ruderman—a Glance Into His Store

Adventures of John Prospect

Achievements of Motorcyclists in the War

A Timely Word About Tire Troubles

Motorcyclists Ride With Death

History of War Will Show Noble Record for Faithful Riders of the Power-driven Two-wheeler at the Line of Battle With Armies

Thrills are part of the daily routine of the motorcycle dispatch riders in the war. Some experiences of riders attached to the British forces are related in The Motor Cycle of London as follows:

"We recently had an interesting conversation with Corporal F. A. Enders, R.E., who is home on convalescent furlough. He was attached to a cavalry division and left England with several other motorcyclist dispatch riders. The party was split up at headquarters, Howard Newman, who is doing well, going to the First Army Corps.

"The distances covered by dispatch riders are not excessive, and usually amount to 20 or 30 miles at a stretch, but the work is continuous and often Enders was on duty for 24 hours at a time and he said that there were three things the motorcyclist had to make a point of getting—petrol, food and oil. As his work was with the cavalry, he was right up in the firing line, and in the pursuit after the battle of the Marne, they were always more or less under fire from the German rear guard artillery.

"Enders told us it was great sport rounding up the Germans after the battle, and he was enjoying life pretty well when he was struck by a glancing shot on the foot, but what really put him out of action was being kicked by an unpatriotic artillery horse on the ankle and in the stomach, which caused severe internal injury.

"He had to travel three days lying on straw in a cattle truck, and then came a gloriously comfortable voyage on a hospital ship to the English coast, followed by a spell in a hospital in Glasgow, miles away from his people, who live in London. Talking of his work, he said that by far the worst experiences he had to undergo were at night, when he was forced to ride without a lamp. The noise of the engine makes it impossible to hear a challenge of a sentry and several times he was shot at.

"One of our men, he assured us, was shot clean through the head by a French sentry, to whom, in the dark, the British and German uniforms look very much alike. Once he saw the sentry just in time, and bringing his machine to a standstill found a long French bayonet three inches off his chest. Enders laid special stress upon the importance of driving steadily, so as to get there and save the machine as much as possible, and only of sprinting when real necessity for such action occurred.

"One day last week we heard that Corporal I. Bethwaite, R.E., a well-known motorcyclist of Barrow-in-Fur-

ness, who has done good work in various competitions in Cumberland and the adjoining counties, was lying wounded in a hospital on the outskirts of London. We found Bethwaite pretty well, quite cheery, and full of praise for the excellent treatment he was receiving. He told us he had been in France since August 8, when he landed at a western port and proceeded up country to the firing line. Three other motorcyclists were with him.

Shells Landed About the Motorcyclists

"The officers were delighted with the motorcycle riders and never ceased to praise their pluck, usefulness and endurance. Bethwaite's happy career temporarily ended at the battle of the Aisne. He had been given an important dispatch to deliver and was traveling at a good speed along a road which was exposed to a heavy shell fire from the enemy.

"He got very wily in dodging the shells, and on one road which he had to traverse there was a hill, the crest of which was much exposed, so he used to charge an almost vertical bank, slide down the other side, and ride for a time under cover. Once a fragment of shell cut the leather off the top of his boot. He had to get food and rest as best he could, and once had to go three days without either."

"Great holes blown out by the 'Black Marias' were seen at frequent intervals, and suddenly one shell landed a hundred yards or so in front of him and exploded. Two great chasms had then to be dodged, and as he was executing this manoeuvre the ground gave way and he fell heavily, striking his head as he did so. He lay dazed for an hour, and then, pulling himself together, he set out to walk the rest of the way—two and one-half miles—and safely deliver the dispatch. The officer whom he had to see was much impressed by his pluck and made him rest for an hour or two and was loath to let him go at the end of that period; but go back he would, and walked to the machine, patched it up well enough to get back to headquarters and finished his day's work. He did his best to carry on, but eventually he had to give in and go to the hospital, where he was forced to remain for several days before he again could continue his work.

Another Letter from a Despatch Rider

From a motorcycle dispatch rider in British East Africa the Daily Mail prints the following letter:

"The other night, when it was just getting dark, the captain had to send someone to the next camp, and I was asked to go. It was 23 miles away and there is only one road or track to it running right through jungle all the way. Off I went on the most exciting ride I have ever undertaken.

"I was fully armed with a service rifle and revolver, hunting knife, waterbottle, haversack and ammunition. All that was on my back, including a bandolier, the whole lot weighing about 50 pounds. The first thing I ran into was a pack of baboons, some of them 5 feet in height. They ran in front of my light for about a mile. The brutes would not shift; you ought to have heard them bark. I rode behind one big brute within three yards of him. I would not have got into his clutches for all the money in the world. However, they at last turned off into the bush.

"The stray game that were hanging about that road—well, it is impossible to mention. I swore I would shoot some the next morning. I saw two fine leopards. One brute did not attempt to move until I was within three yards of him. I suppose he thought it wiser to get out of the road of the bright light and the roar of the engine. He opened his mouth and snarled, then sprang to one side, and I did not half go when I had passed him in case he took it into his head to follow me.

"Everyone was up ready when I got there. They had heard me coming. I delivered my message to the captain. Then he asked me into his tent and gave me something to eat and drink. I told him about the leopards I had seen and he was very interested and said that just before I came in two of their sentries had been driven away from their posts by lions.

"When I was lying out under my blanket that night we could hear their roaring about a quarter of a mile away, and despite the wild beasts I slept as sound as if I were in my old bed at home."

Into the Heart of the War Zone

With the mail service in Belgium stopped by the Germans, Louis Vermandel, a subscriber to Bicycling World and Motorcycle Review cannot get his copy. A few days ago the post card, of which the following is a copy, was received at the editorial rooms:

Bicycling World Co.,
New York City

Dear Sirs:—

On account of the war I am unable to receive my weekly Bi-World which I miss very much. Kindly mail the numbers now to address given on other side. The last number I received from you is September 22d. Thus I want September 29th and so on. As you know perhaps postoffice service is entirely stopped all through Belgium, simply for use of the Germans. Thus I have to get it through some other way. Thus kindly continually send it to me until further notice.

Mr. Louis Vermandel,
Bakker,
Oostdam,
Sas-Van-Gent,
Holland, Europe.
Voor Henri Rudder

N. B.—Write the address clearly on the wrapping and as stated on the other side commence with September 29 and following numbers. Thanking you beforehand.

Yours very truly
Henri De Rudder

BRIEFKAART
AAN
Dear Sirs, On account of the war, I am unable to receive my weekly "Bi-World," which I miss very much, Kindly mail the numbers now to address given on other side. The last number I received from you is from Sept 22d, Thus I want Sept. 29th and so on.
Afzender:
"Bicycling World Co.,"
239, West 39th St.
New-York City.
U.S. of America

Face of postal card received from Henri De Rudder

Here we can see some of the ravages of the great war. The village shown is Perigse, in Belgium, on the road from Nieuport to Dixmunde, after the Allies had retaken it. One of the British military motorcycles which accompany the advance guard of the Allies everywhere is shown in the foreground. The other picture shows Belgian refugees fleeing on their bicycles.

SHOW ROOM DISPLAYS MAY REPLACE OLYMPIA

The British dealers in two-wheelers and their supplies are regretting that the annual exhibition at the Olympia is not going to be held this year. They realize that the benefits that come from the yearly show cannot be figured up as well as the probable loss when the question is being discussed.

In order to make the best of the situation the motor dealers and two-wheeler and accessory dealers are discussing the advantages of holding a showroom display. The new models could be shown off to the public in this way and a good deal of publicity secured. One reason which would interfere with the success of the plan is that many manufacturers have not yet brought out their 1915 models owing to unsettled conditions.

Antwerp Seizes Shipment

The military government of Antwerp is quick to appreciate the value of the motorcycle in modern warfare. The Harley-Davidson Motorcycle Co. at Milwaukee has received a letter from the Gouvernement Militaire D'Anvers announcing that a shipment of motorcycles had been commandeered for use in the war. The letter, written in French, accounts for the disappearance of a shipment of Harley-Davidsons destined for Erlikon, near Zurich, Switzerland. It is evident that Antwerp, in a state of siege, is run like a business corporation in the piping times of peace, for the letterhead of the military government lists four telephones. Even with shells crashing over the forts the government routine is adhered to as closely as in the running of a railroad or any other large business.

Boys Cross Continent On Motorcycles

Leaving New York recently, two boys, Walter S. and Edward Brown, piloted their Harley-Davidsons into Los Angeles after a 50-day trip. They traveled leisurely along the route from Chicago to Des Moines, Omaha, Denver, Salt Lake City, Reno and San Francisco.

Once, while crossing the Nevada desert they lost their way and trailed a mirage for five miles into the desert. The entire cost of the trip they estimated as $135 each.

Uncle Sam—"Pass your plates, boys, and let us be truly thankful for the benefits of this season"

TWO-SPEED GEAR FOR POPE SINGLE-CYLINDER

The Pope Mfg. Co., after having exhaustively tried various applications of pedal starters to their single-speed twin cylinder model, have adopted for 1915 a type of their own construction, similar to that used on their two-speed Model R-15. The difference being, however, that the large sprocket is attached on the shaft of the clutch, affording, therefore, the user of the machine a more comfortable position in starting than if the pedals and cranks were applied at a position further forward. This pedal starter will be a part of the regular equipment of Model L-15, and is on these machines which are already being shipped.

Gymnasium Planned For Toledo Club

The second meeting of the Toledo Bicycle Club was held in the store of the Toledo Sporting Goods Co., 1006 Monroe street, November 10th, for the purpose of organizing. R. M. Dority was elected president, Arnold Samberg secretary and treasurer, Newman chairman, and Roger Dority road captain. There was a good attendance of dealers and riders and they were all very enthusiastic over the idea of having a real bicycle club in Toledo.

The club intends holding meetings during the winter months at the different bicycle stores in Toledo, also having a road run on Thanksgiving morning, which will be in the form of a fox and hounds chase.

The club is in hopes of getting enough members and raising enough money in different ways to rent club rooms early in the season of 1915, which will be fitted up with a gymnasium, reading tables, etc. In fact, it is intended to have a first-class bicycle club. This movement has been started by the different bicycle dealers of the city and will have their financial support in getting started, as well as after it gets going. This is to encourage bicycle riding in general and to induce riders to purchase lighter and higher grade wheels.

Smoker at Portland Club

The Portland Motorcycle Club held a complimentary smoker to the Multnomah Motorcycle Club on Thursday of last week at the Portland clubrooms. It was the second of the interclub entertainments and marks the mending of the breach between the two clubs and the consequent advancement of motorcycling in the "Rose City."

Belmont Races Thanksgiving Day

Owing to the absence of the many stars of the first magnitude who will be on the course at Savannah, the races which are to come off at the Belmont, Phila., track on Thanksgiving Day will be run by amateurs largely. Five events are staged, a 25-mile amateur race, a 15-mile pro. race, a 5-mile race for single cylinders, and other events for side-seat machines and sidecars over the 5-mile distance.

Traffic Officers Belong to This Club

The Portland (Ore.) Motorcycle Club, which is affiliated with the F. A. M., is having a membership contest, which will last until New Years. The present membership is 220 members, but they want to increase it to 500. Perry Abbott is captain of one side and Welch is captain of the other. They have chosen 17 of the best boosters of the club to aid them on both sides. It is expected that quite a bit of enthusiasm will be shown over the contest.

The club has proved very helpful in the past in traffic regulations, as there are 14 members appointed officers. It has also helped to make a good clean sport of motorcycling and to promote local racing.

Atwood Club's New Officials

At the annual election of officers of the Atwood (Kan.) Motor Club, the following were selected to head the organization: President, F. Greason; secretary and treasurer, W. Holcomb. The captain of the club is A. Olson.

Ruderman Favors a Dealers' Organization

Thor Agent in Brooklyn Believes Much Benefit Can Be Obtained by Dealers Through Organized Effort—Has Built Up His Business Largely by Serving Riders Well

You would never get stuck on the question: "What is the city of churches?" Everyone knows it's Brooklyn, a slice of the great Metropolis. And if ever you travel through that borough you will be struck by its quiet. In fact, it seems as though the population were constantly at prayer in the holy edifices which abound in such large numbers. One may, therefore, be well pardoned—for in modern times it seems necessary to ask a pardon—that a biblical expression should have been elicited by a visit to an inhabitant of Brooklyn, a motorcycle dealer. And that expression is: "By their works shall ye know them."

The only way one man can impress another is by doing something. This surely applies to the motorcycle domain. Whatever service is rendered to a customer will usually be in some way gratefully acknowledged. For the customer has had an opportunity to find out what kind of a man you are, and he feels that his obligations to you are so much stronger. It doesn't always work out that way. You can do a great deal for some people and they will never return any thanks—perhaps by word of mouth, but I mean the concrete thing. But there are lots of good folks who, knowing you by your "works," will be glad to reciprocate. At least that's what Ruderman, who is a harmonious part of Brooklyn, believes, and he has had considerable experience.

Located in the Motorcycle District

I went out to see him a few days ago, and found Ruderman located in an ideal store at 1031 Bedford avenue. His place isn't particularly large or attractive, but it's kept clean and has an inviting appearance. You know he's selling motorcycles—a big sign over the store tells you that and a Thor machine stands in each of the two windows.

Going inside, I found that the arrangement was plain but neat. There were in front several machines of the line he handles exclusively and a Rogers sidecar banked in the rear by a showcase, disclosing accessories and motorcycling clothes, and a roll top desk. Behind these was a separate department for used machines, which were lined up on either side against the walls. At the very end of the store, in a room closed from the view of customers, was situated the repair-room.

Has Had Six Successful Years

Ruderman is an awfully quiet fellow. He told me immediately after we shook hands that he really hadn't anything of importance to say. But despite the fact that he is the kind of man who says little and does much, you'll like him after you speak to him for a while.

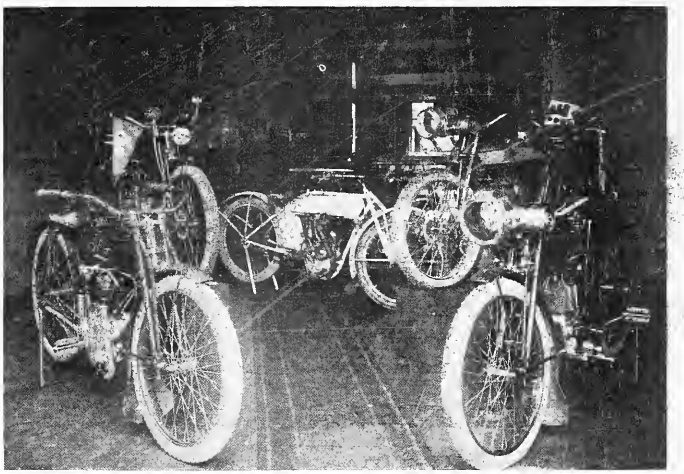
To the conventional "How's business?" he said: "We haven't increased our business materially this year as compared with last, but we've been holding our own. In times like these, when economic conditions are bad, any dealer ought to be glad that he hasn't experienced any decline."

"Have you been augmenting sales every year since you have been selling power-driven two-wheelers?"

"Surely. I started in 1909 with a partner in a very small store. When our partnership was dissolved I moved to larger quarters to accommodate an increased trade. Then I came here, and we're still growing."

"To what do you attribute your success?"

"That's a mighty difficult question," came the slow but deliberate response. "I believe that we sell a first-rate machine and I have every confidence that it's going to make good under right handling. But, perhaps, it's my willingness to be of service to customers that has effected my success, as you call it. When there's any trouble I'm always on the job to assist the fellows.



Store of B. Ruderman, Brooklyn Thor agent

Carries His Own Instalment Accounts

"Not long ago a man broke down at a place about ten miles away from here. I took a motorcycle out and fixed up a spring on one of the valves, which restored the motorcycle to running condition. As a result of such favors I have quite a strong following.

"Riders living miles off in sections of Brooklyn, New York and of the State of New Jersey come all the way out to me to get repairs, parts and accessories. And they bring along a bunch of their friends — prospective buyers — who, in turn, have also recommended my store to others."

"How do you generally get hold of prospects?"

"In two ways. In the manner I have just stated and also from the factory."

"Have you any special method in following them up?"

"Yes. We usually send catalogs and then letters. The prospect who does not come in to see us is visited personally by me. I enter the result of my call on his card, which generally determines how and when we are to get after him."

"Do you sell on the deferred payment plan?"

"The bulk of our business is done on the partial payment method. I find that customers will generally not stand for having their account turned over to an agent who asks 10 per cent on the list price. The reason is that they consider it unfair to be charged 10 per cent on the entire amount of the machine when they have paid a hundred dollars or so down. So I handle the "deferred" business myself. I get about a hundred as the first payment, and then charge 10 per cent on the balance. The installments are nearly always $5 weekly."

I grinned when I heard this, but it wasn't a malicious grin. Ruderman surmised the cause.

Sidecar Popularity is Increasing

"We lost in the beginning and lose occasionally now," he smiled reminiscently, "but you've got to take chances."

"How are sidecar sales?"

"Good. We have sold quite a number and the demand is encouraging. It's becoming quite the thing here for the riders to take out their wives and sweethearts in sidecars. We are also doing a good business in motorcycle clothes. They are inexpensive and make a strong appeal."

"How do you present your selling arguments to prospects?"

"If I find that a man is mechanically inclined and understands machinery, I point out the strong mechanical features of the Thor. But it is useless going into a long mechanical discussion with novices who know little if anything about gears, pinions, etc. To these fellows we explain the simplicity of the machine. The important fact is presented that it is not necessary for a man to be a mechanic to operate a machine with absolute enjoyment. And we don't knock other makes. It's mighty poor policy."

"Do you maintain a repair-shop?"

Here Ruderman showed me into his repair-shop. It was a large place, kept in a well ordered condition by the competent repairmen that Ruderman hires. A big lathe stood in one corner, while working benches, with tools hung up in their places above them, clung to a wall the windows in which gave splendid light to the room. A cabinet, containing parts, was conveniently placed near the bench. Each drawer in the cabinet was properly labeled to make access to parts more easy.

"Do you make much on repairs?"

"It's a good paying end of the business. But the greater part of our profits comes from the sale of machines."

Favors a Dealers' Organization

"Are you strong for advertising?"

"Advertising in metropolitan papers is very expensive and I believe that a dealer can hardly afford the money to make an effective showing. But I am going to use several large billboards this spring. I have already taken the matter up with the billboard company and I shall have a number of ads prominently located on roads frequented by motorists.

"Speaking of advertising in daily papers in this big city," continued Ruderman, "suggests the good work that might be accomplished if dealers would get together and buy big space in papers. In this combination ad, the expense of which is to be shouldered by twenty-five or thirty dealers collectively, a general statement revealing the desirability of using motorcycles can be made and the dealers and their lines given below. The names might be rotated in successive ads, so that there will be no partiality shown. That's one of the benefits of organization."

"What do you think of the movement on foot to organize the metropolitan dealers?"

"I am in favor of it. Many's the thing you can do with a strong organization. The prices on second-hand machines might be standardized so that one dealer will not offer $125 for a machine which is generally considered to be worth about $100. Then price cutting might be eliminated and closing hours regulated.

A Real Leader is a Necessity

"There are many benefits to be realized from organization. But to organize you need a strong leader, and he's hard to get. An effort to form an association here failed before, largely because there was no leadership."

"Do you keep track of your sales?"

"Oh, yes. I keep a day book. Every year we take an inventory of stock and we know just where we stand with reference to former years. It's a great help."

"I find the manufacturers' announcements," said Ruderman—the first thing he said of his own accord—"in your publication are very helpful. The riders who come in here are very eager for them. And when they are omitted they always feel disappointed."

We walked to the front of the store and before going I asked Ruderman for a photograph of himself and his place. He said, in his quiet way, that he had no picture of himself, but he would let me have one of the store. I honestly believe that his modesty conspired to keep his face from the public. For Ruderman seems to be the kind of man who just hates to force himself before the limelight; his big appeal to his strong following of customers in and about the "City of Churches" seems, therefore, to be his works"—"by his works they know him."

ROTH WILL MANUFACTURE PIRATE MOTORCYCLE

The Pirate motorcycle will not cease to be manufactured. Herman Roth, of Milwaukee, who purchased the assets and good-will of the company, states that the Pirates will continue to tour the high seas of commerce, although they will fly a new flag. The name of the company which will set about manufacturing the new machines immediately probably will be the Pirate Motorcycle Mfg. Co. Roth states that in spite of the uncertainty of the financial weather due to storms from Europe his fleet for the coming season is going to be launched on scheduled time.

The flagship will be a two-speed model, which will be supplemented by the regular twin. The fleet is also going to have a supply ship in the form of a light delivery van.

Motorcycles Again Assist at Elections

Indianapolis motorcycle riders contributed largely to the successful carrying of the election returns in that city. Both the leading daily papers had mustered a squad of about 200 riders and had them posted in the outlying townships as well as the city booths. Without exception the returns were carried safely to the newspaper offices and the quickness of the trips was highly commended in articles appearing in the papers. When they want success assured they invariably call on the two-wheelers.

Philadelphia Club Chooses Officers

The members of the Harley-Davidson Motorcycle Club, located at 1703 North 33rd street, Philadelphia, Pa., have chosen new officers to head their organization for the coming year. They are: President, H. Kolp; secretary, A. Volker; treasurer, J. Klein. The club, with these officers, expects a good year.

On the Starting Line of the Season's Classic

Large Prizes Offered in the Savannah Race Draw Famous Riders From All Corners of the Country to the Starting Line on Thanksgiving Day—Course Groomed for the Event

Having received entries from 31 of the world's most famous riders, some of whom have turned a mile in 36 seconds, averaging about 100 miles an hour, others who have ridden from the Pacific to the Atlantic in 10 days, and still others who hold records that may never again be equalled, the Savannah Motorcycle Club now stands ready to defend the title which it first took—that of promoting not only the longest contest in America, but the best ever held in the world.

The 300-mile Grand Prize race on Thanksgiving Day will be the second event of its kind promoted. With as many sporting events carded for the one day as it is possible to push into the short time there will be to run them off, the spectators will be given a variety of thrills that will be long remembered. The race promises to be witnessed by a record breaking attendance. Ten thousand people witnessed the race last year. There will be more this year.

Twelve hundred and fifty dollars in gold will be distributed among the winners. While the prize money amounts to more than has ever previously been hung up for an event of this kind, several of the donations are conditional, the Bosch and Splitdorf magneto companies, for instance, assisting with the understanding that their equipment must be carried on the winning machines.

Over a Thousand Dollars In Prizes

The Bosch company has donated $225, to be divided $100 to the winner, $50 to the second, $25 to the third, and $50 additional to the winner provided he breaks the present road record. The Splitdorf people donated $175—$100 to the winner, $50 to the second, and $25 to the third. The $850 hung up by the club is awarded regardless of the make of the machines and their accessories. The value of the trophy which goes to the winner is $250.

Although the official entry list, which was supposed to close on the 10th, called for 31 paid-up entries, the contest committee at a meeting at the eleventh hour extended the time to allow several local boys who had not yet closed for machines to enter the contest without being required to pay the necessary $100 post-entry fee.

Bob Perry, last year's winner

Perhaps the most important preparation for the race is the completion by the contest and tours committee of the rules under which the contest will be run. These follow:

Strict Rules To Be Enforced

All riders must keep to the right of the road except on turns, where they will be allowed to pass each other on either side, provided in doing so the leading man is at least one length of his machine ahead.

No rider will be allowed to take on gasolene or oil or receive outside help other than at the pits. In doing so he will be disqualified.

Red flag means clear road, while yellow flag means danger, and rider must have his machine under control ready to come to a stop.

Referee flags are: Checked flag, one more lap to ride; white flag with black center, finish; orange flag in the hands of the referee means rider must go to the side of the road and stop.

In coming to his pit rider must stay outside of his foul line until he reaches his pit, and in coming out will be allowed one pusher, who shall not push beyond the foul line.

Riders will be allowed but one man to assist in handling machine upon reaching pit. Two mechanics will be allowed to work on motor while rider must retire to one side and rest. More than this many handling the machine will disqualify the rider.

Positively no mechanic or rider will be allowed to smoke around pit during running of contest.

A rider passing his pit will not be allowed to turn around and come back, but must either continue around or push his motor backwards until reaching the pit.

A rider riding beyond foul line and breaking down will be allowed to leave his motor and walk back to the pits and get necessary parts. The motor must be left on the right side of the road and facing in the direction going.

In stopping on road for repairs rider must keep to right of road and as far over as possible.

No three machines of one make will be allowed to ride abreast during running of contest. The riding referee will report same to the referee, and this will disqualify the riders.

All riders must have head gear and leggings as provided in the rules of the American Federation of Motorcyclists.

Officials of the American Federation of Motorcyclists, under the sanction of which the race will be run, will personally conduct the race. These will come in on a special train, which will also bring several hundred manufacturers of machines and accessories, riders and mechanics. Everything is in apple pie order for the arrival of the officials.

Notable List of Entrants

An announcement that brought joy to the club members includes the information that Mills B. Lane has consented to the use of the turn through a portion of Norwood avenue, which was recently dug up at the request of the property owners. Harvey Granger, of the Savannah Automobile Club, and Newell West, superintendent of county works, assisted the club in securing this concession. This turn will add at least 10 miles to the record for the event.

Following are the entries for the race to date:

George Sorenson, Thor, Beacon, N. Y.; Joe Wolters, Excelsior, Chicago; J.

S. Cafiero, Excelsior, Savannah; J. Yarkes, Harley-Davidson, Jacksonville, Fla.; H. F. Smith, Excelsior, Boston, Mass.; H. F. Kuch, Jr., Indian, Savannah; Donald D. Pope, Indian, Boston, Mass.; D. T. Downing, Indian, Savannah; Irving Janke, Harley-Davidson, Milwaukee, Ind.; Carl Goudy, Excelsior, Lebannon, Ill.; L. E. Parkhurst, Harley-Davidson, Milwaukee, Ill.; E. G. Baker, Indian, Phoenix, Ariz.; Gray Sloop, Harley-Davidson, Atlanta, Ga.; "Slivers" Boyd, Indian, Colorado Springs, Col.; "Mud" Gardner, Harley-Davidson, Ohio; Bert Camplejohn, Excelsior, Jacksonville, Fla.; Don Klark, Indian, Chicago; Robert Perry, Excelsior, Joliet, Ill.; William Brier, Harley-Davidson, Milwaukee, Ill.; Paul Warner, Indian, Ellsworth, Kan.; A. G. Chapple, Merkel, New York; K. N. Verrill, Indian, Chicago; Mack Gregory, Indian, Norfolk, Va.; A. W. Stratton, Harley-Davidson, Milwaukee, Wis.; L. G. Buckner, Excelsior, Savannah; C. F. Pinean, Merkel, Williamsburg, Pa.; Frank T. Laird, Merkel, Savannah; W. Ed. Wilcox, Indian, Atlanta, Ga.; Martin Schroder, Harley-Davidson, Atlanta, Ga.; Maldwin Jones, Merkel, Middletown, O.; Lee Taylor, Indian, Middletown, O.; Harry Glenn, Indian, Atlanta, Ga.

The Crowd Will Seek Points of Vantage

The race this year promises to set up a new record as far as speed is concerned. While the grandstands have been removed by the Savannah Automobile Club, which has abandoned racing, there will be arrangements for seating several hundred people. Experience of last year, however, leads to the conclusion that the people would prefer to seek points of vantage along the course. The district fair will be in full swing on the day of the race and the inside of this enclosure will abut on the race course, giving the visitors to the fair a chance to see the race. On account of the removal of the stands there will be no admission fee charged.

The distance to be covered this year will be 303.75 miles. This will mean 27 laps of 11.25 miles each. With this short distance to be traversed several riders ought to be in sight at all times on any part of the course. This will make this race much more spectacular than the first one.

What Perry and Jones Did

When riders, machines, parts and those connected with the trade arrive in Savannah for the Grand Prize 300-mile motorcycle race on Thanksgiving Day, there will be among them two noted riders, both of whom won fame in the first 300-mile road race, which was held in Savannah last year. These two riders are Maldwyn Jones, of Lebannon, Ill., and Robert (Bob) Perry, of Joliet, Ill.

There are no riders in the motorcycle world known better than these same two boys. While both had been doing stunts around the country before they entered the great race, neither had any special reputation. It was their riding in Savannah that put them on the way and made them to the motorcycle fans what Ty Cobb is to baseball and the late Bruce-Brown to the automobile race.

The history of these two riders is interesting. That of Jones may be looked upon as more interesting because he, with another rider, entered on the last day through a telegram from the factory for which they were riding. They arrived in Savannah, much to the surprise of the club, with only two machines and not even a mechanic or any kind of help. At that time they did not even have a representative in Savannah. However, with the assistance of Frank T. Laird, a local dealer, they managed to qualify for the race, and the same help that was used by Laird was used by these boys also in their preparation for the big event.

With Perry it was different. Instead of coming without help, the factory behind him sent two riders, three extra machines and several mechanics. While Perry was not picked for the winner he certainly had the odds over Jones. Those who witnessed the race were given a surprise by the steady riding of the yellow machine with Jones on it. Never did he miss the same spot on the bank curve at the grandstand. Only stopping at the pits for gasolene and oil, Jones looked a sure winner of the contest, but on the next to last lap "Old Toby" overtook him and his main chain broke. Jones lost 15 minutes and also the race, as well as a reduction of $250 in gold and the trophy.

Perry's luck was somewhat different, as during the early part of the race, while taking the bank turn at the grandstand his machine skidded off the turn and bent the back rim. He lost 23 minutes at the pit to make repairs, but after that he never stopped again except for gasolene and oil until the contest had been finished.

It was a great ride indeed that the plucky boy put up. In order to overtake those in the lead he at times traveled faster than 80 miles an hour. Perry stated after the race that the course was undoubtedly the finest in the world. He said that while at Chicago during the preceding Fourth of July races his hands were nothing but blisters, but at the end of this contest it could not be observed that he had ridden such a race, so far as fatigue was concerned.

Last Year's Futile Protest

After Perry had been awarded his $500 in gold and the trophy, came the announcement from Middleton, O., of the protest from the Merkel factory, for which Jones rode, claiming that Jones had made an extra lap and accordingly was the winner of the race. It was this protest that put both riders in the limelight. But Jones did not protest within the time allowed under the rules of the Federation of American Motorcyclists and Perry was allowed to retain his title, with Jones in second place.

With both riders returning this year and mounted upon the same machines, there is going to be some interest shown in them. Fans are divided on the outcome, and while there are dozens of others with fame and reputations, many followers of the racing game can see only one of these two boys winning the second contest.

Watch the riders this year!

Flitting the curves at Savannah. This year a rider will always be in sight

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GLANCING AT THE ALL-WEATHER FINISH

Sir Roger De Coverley was accustomed to settle disputes by looking wise and saying, "There is much to be said on both sides."

In the matter of finish for motorcycles we are inclined to follow the old gentleman's lead and remark with a friendly smile that "there is much to be said on both sides." The point of the matter is, however, that there are two sides to the question, and the all-weather finish has claims upon the manufacturer which he would be foolish to overlook.

When a machine is bought the novice likes to spend a large amount of time in polishing up the nickeled parts and making everything neat and shipshape. Probably if he could not do this he would feel badly, because he takes a justifiable pride in the appearance of his mount. He likes to see the machine polished and groomed between trips, and probably its bright appearance influenced him in buying in the first place.

But when the machine gets older he does not spend so much time in furbishing it up, although he keeps it clean and in serviceable condition. Nickeled parts and bright metal become tarnished at such a time. The rider is not neglecting his mount; on the contrary, he pays rather more attention than at first to the carburetter, the clutch, and the oil feed; but now that the first pride of possession is over he gives up spending nights polishing the handlebars and telling his small brother not to work the pedals. The result is that the machine looks unkempt after a year's hard service. The bright polish which has been of selling value is now dirtied up.

A dull metal or enamel finish can be cleaned satisfactorily by wiping with a rag. It is distinctly an out-of-doors finish, just as the motorcycle is a ready-for-everything machine. The rider who first polished his nickeled parts will now bless the finish that makes his machine look attractive and serviceable without so much labor. An interesting point is that the English machines fitted for war have all the dull metal finish, and they are kept neat. Without such a finish they would be in a sorry condition by now after several months' service at the front without adequate facilities for repair and housing.

There is much to be said on both sides.

ORDER YOUR CHRISTMAS TREE NOW

Christmas approaches and every bicycle dealer wants his Christmas tree. It is about time that he began to think about how he is going to get that tree. During the holiday season every year the demand for bicycles booms, and the toy shops and department stores keep the wires busy with orders for bicycles and tricycles of all kinds for youngsters and old people alike.

The dealers are going to be busy filling the holiday orders when they come, and now is the time to look over stock and see what they are going to need. Because the factories can only supply a limited number of machines on short notice, and if all the dealers wait until they know just how big a demand there will be for their goods they are going to swamp the factories.

Now is the time to get orders from the factories; they can be filled promptly; when the time comes to send machines out to the toy shops, department stores, sporting goods houses, to say nothing of the retail trade, shipments will be made on time. And don't forget the accessories.

ON THE STARTING LINE AT SAVANNAH

As rider after rider flashes across the line at Savannah on Thanksgiving Day, over ten thousand people will witness the greatest classic of the power-driven two-wheeler. It will be a red-letter day in the history of motorcycling sport for the season just drawing to a close. San Diego and El Paso demonstrated the wonderful endurance of motorcycles over the desert routes, and now we are going to be treated to the sight of the finest riders in the country exerting themselves to the utmost on the finest course in the country.

Whatever make of machine wins, the race is going to add new laurels to the history of the sport. It is going to add another notch to the speed and efficiency record of the motorcycle.

NEW ASSOCIATION RECEIVES IMPETUS

Enthusiasm Marks Second Meeting of Metropolitan Association of Motorcycle Dealers — New Measures Discussed by Gathering of Tradesmen

The proposed metropolitan association of motorcycling dealers and riders which was suggested during the New York tercentenary celebration received another impetus on November 17th through the meeting called by F. A. M. State Commissioner J. A. Hall. There were about 40 in attendance and the discussion was most informal. F. V. Clark, of Bicycling World and Motorcycle Review, addressed the meeting in part as follows:

"The task before us is to educate the public to the advantages of the motorcycle and to remove the prejudices which have been caused by the use of the open muffler and the deaths of the motordrome. The motorcycle is one of the safest vehicles that can be used. The records show that the deaths caused by the sane use of the motorcycle are far fewer not only than those caused by the automobile, but also those caused by the horse. The present models are better than ever before, marvels of mechanical construction and wonders of efficiency. The new speed devices offer an opportunity for greater variations of speed and increase the pleasure of using the sidecar and increase the practicability of using the commercial van.

"Now, what is the matter? Why aren't there a hundred thousand motorcyclists in New York city? This is not only possible, but with this organization doing the work it could do there is no reason why this state of affairs should not be realized. One hundred thousand motorcyclists out of a population of four million is only one in forty. On the contrary, there aren't more than four or five thousand motorcyclists in the city —only one in a thousand. One reason for the small number is because of the stringent restrictions of the fire department against gasolene in residences and the average New York dweller has no place to put his motorcycle but in the basement of his apartment house or in the back yard of his dwelling, if he belongs to the small proportion who occupy whole houses. This organization can do a great deal to remedy conditions. They can either modify the regulations or they can provide means for a more convenient system of garaging. It ought to be possible to have some place where every man can keep his motorcycle near at hand for a moderate cost.

"Noise, dirt and speed in the city are also factors which can be eliminated in order to achieve popularity. Clothing is a very important point which has frequently been overlooked. You might be led to ride a horse on account of the neat appearance of the riders in the park and be discouraged from possessing a motorcycle owing to the dirty appearance of the riders, thinking that possibly this is a necessary condition—but we know that it is not. We know that the motorcyclist can dress as neatly and keep as clean as a bicycle rider can and in the bicycle boom-days riders took great pride in their dress."

This introduction started the discussion and brought forth many original and helpful ideas. There are, of course, at this stage of the proceedings many widely divergent views as to the form of organizaton desired and the functions which it is to perform, but with the general thought in mind that all are working for the popularizing of the motorcycle great good is expected.

J. A. Hall was elected temporary chairman of the association and E. S. Martin secretary. Mr. Hall is hoping to be able to submit tentative constitution and by-laws at the next meeting of the interests, which it is hoped can be called for the very near future.

McKinley Club Chooses Officials

The McKinley Cycle Club of St. Louis, Mo., held its annual election of officers recently and chose the following to represent it for the coming year: President, George Ellis; treasurer, Earl Hoffman; secretary, Oscar Rotty.

Experts say more bicycles than ever before are being used in this country now. This is one of the points brought out by the Goodyear Tire and Rubber Company in its motorcycle and bicycle announcement for 1915.

Francisco Soto ,the center figure, of Bogota, Colombia, South America, and his machine

Looking Forward — Coming Events

November 26, Savannah, Ga.—Professional 300-mile road race over Grand Prize automobile course.

November 26, Stamford, Tex.—One hundred mile race on 61.00-class machines without ports.

November 26, New York City—Two-hour team race, closed to members of Century Road Club Association, on Fordham road, starting at White Plains avenue.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 4, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

Motorcycle Guards Game Preserve

The motorcycle has become the right-hand man of the Oregon State Fish and Game Commission in the matter of keeping hunters within bounds. In the vicinity of Portland, Ore., E. H. Clark, L. H. Truesdell and Frank Ervin ride over every mile of road and through all the hunting country and game violators nowhere are safe.

The motorcycle was first brought into the department by William L. Finley in 1912, when he was game warden. Since then C. H. Evans, present official of that department, has added seven men more to the force of wardens who are particularly active with the help of their machines in running down game violators who shoot from the public highways. These men are called out in all kinds of weather and travel all sorts of roads and their machines are always on the job.

And the Judge Fined Him $20

Peculiar complications of bicycle larceny brought a negro of Cincinnati, O., to the police court.

"As I understand it," Judge Fricke reasoned, "you stole the bicycle from the man who stole it from the owner; then you tried to sell it back to the owner. Is that it?"

"That's it, yess suh."

"Pay $20 and costs."

And now the negro is trailing the first thief.

Goullet-Grenda Best in Six-Day Grind

"Kangaroos" Win First Prize When Goullet Outsprints Rivals in Final Hour—Berlin System Rules Finish—Fast Pace Thins Field From Eighteen Teams to Nine

Deafening shouts and storms of applause rent the smoke-fogged air of Madison Square Garden, when sprint after sprint of the final hour last Saturday night, saw Goullet and Grenda increase their points by leaps and bounds until in the last terrific lap Goullet shot out from the field, crossed the line first and brought the six-day victory to his team. Lawson-Drobach, six points behind the winners, were second while Moran-McNamara came in third, and Verri-Egg and Hill-Fogler were tied for fourth place. Cameron-Kaiser scored lowest. Root-Clark, tied with Lawrence-Magin, forfeited seventh place to the latter.

Instead of the usual last mile sprint, as has been the custom in deciding the winner in the past in case of a tie, the European finish was adopted. At nine o'clock Saturday night, the leaders alone remained on the track. They contested in a one hour race with a sprint every 15 laps, points counting. There were 15 distinct finishes. Six teams having been tied, the rider finishing for his team, who won a sprint, got six points; the second received five points and so on down to the last man, who got one point.

Record After Record Beaten

The prizes, excluding the special primes, were $1,600 for first place; $1,000 for second; $750 for third; $900 split up for fourth place because of tie; $350 for sixth place.

Record after record was beaten each hour. This was due to the prizes given out by the management and spectators to winners of sprints. Hundreds of dollars were thus offered and terrific riding was done during the race to grab these primes. There were also fewer exhibitions given than last year, Kramer and Cameron being the only riders to entertain the crowd about six times during the week with special sprints.

Still another innovation was the use of American made tires, the European supply being curtailed because of the war. There were used 303 of these tires made by Erney Pye, of Newark, N. J., giving an average of about 16 tires to a team as compared with the former average of 30 tires of European make.

This year the management excluded from the Garden all the gangsters and hoboes who made it their rendezvous in former years. It was an orderly crowd that saw the races. No reports were heard of stolen overcoats and watches. Every twelve hours the amphitheatre was cleared, while the box office temporarily suspended the sale of tickets.

Alfred Goullet

Three former amateur kings made their debut as professional riders. These were Harry Kaiser, the amateur champion; Willie Hanley, the San Franciscan, and Gus Wohlrab, the Jersey City baker boy. Kaiser showed admirable form all the way through the race, but had an unfortunate fall just before the last hour. Wohlrab did some fast sprinting during the race, but both he and Hanley dropped out before the last hour.

The Hanley-Thomas team left the track early on Saturday, and were followed by other teams as Eddie Root, in an effort to gain his team's lost lap, started a jam. Unable to keep up with the fast pace set, Walthour, Mitten and Hansen and their respective team mates were forced off the saucer.

Saturday night saw the garden so packed that the crowds were literally hanging on to the rafters; the arena was one mass of humanity. In the early part it was announced that Piercey and Mitten had teamed. They were hopelessly behind but gained 3 miles and 6 laps before they were withdrawn.

Race Exciting from the Start

Several times during the evening the Clark-Root team made desperate efforts to regain their lost lap. Time and again the crowd would yell: "There he goes!" as Clark shot out with the rest of the field in hot pursuit. But when the hour arrived for the leaders to fight the finish out among themselves, Clark-Root and Lawrence-Magin were still a lap behind and left the track to the six teams tied.

A few minutes before the final hour Kaiser fell from his machine because of sleepiness and scraped his leg. He only appeared in five of the fifteen finishes.

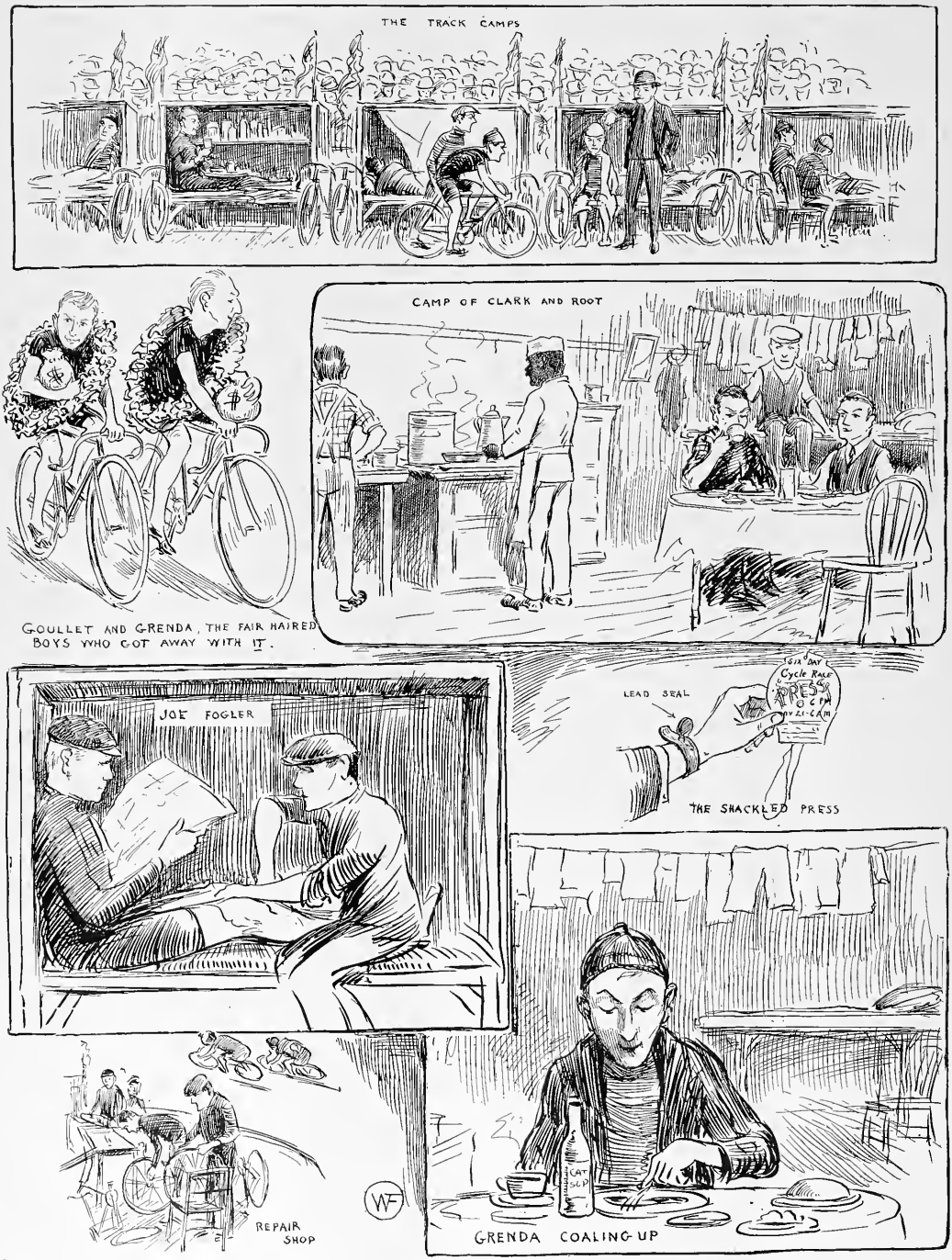
The score at eight o'clock showed that the front rankers had covered 2,714 miles and 9 laps. (For final score see page 22.)

Though the crowd was somewhat smaller than last year, excitement was injected into the very start of the 22nd annual six-day bicycle race in Madison Square Garden, when "Dick" Rudolph, pitcher of the Boston "Braves," fired the pistol, five minutes after midnight on Monday, the 16th inst., which sent eighteen teams whirling around the wooden

HOW THE FINAL HOUR SPRINTS WERE WON

	Sprints														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Teams	Points														Total Points
Goullet-Grenda	6	3	6	3	6	6	6	4	6	2	2	6	2	3	5	67
Lawson-Drobach	2	6	2	6	2	2	4	6	4	6	4	2	5	6	4	61
Moran-McNamara	5	2	5	1	5	3	1	1	5	3	6	5	6	4	1	53
Verri-Egg	1	4	3	5	4	4	3	5	2	4	5	3	1	1	5	50
Fogler-Hill	4	5	4	4	3	5	5	3	3	1	1	4	3	2	3	50
Cameron-Kaiser	3	1	1	2	1	1	2	2	1	5	3	1	4	5	2	34

LIVING ON CHICKEN WHILE STRIVING FOR "BACON"


THE TRACK CAMPS
CAMP OF CLARK AND ROOT
GOULLET AND GRENDA, THE FAIR HAIRED BOYS WHO GOT AWAY WITH IT.
JOE FOGLER
LEAD SEAL
SIX DAY Cycle Race PRESS
THE SHACKLED PRESS
REPAIR SHOP
GRENDA COALING UP

Interesting sights in the six-day race: the riders whiling away their "leisure moments" with sleeps and "eats"; the busy repairmen at a turn of the saucer; the press "shackled" with the novel season pass, the leather wrist band; and then the victors, wreathed in flowers, enjoying the crowd's plaudits

saucer like mad; and spills, sprints, jams and a withdrawal marked almost the opening hours.

New records were set after the second hour, when the "stir-up" combination, Kopsky-Hansen, set a terrific pace until nearly 9 o'clock. Record after record was broken, which had its effect on some of the foreigners.

The first spill occurred shortly after the race began, just as Cavanagh, who was back in the procession, moved to the front with Lawson trailing. Dupuy tried to tack on, lost control of his wheel and fell, but was luckily not injured.

It was evident right after Cousseau-Parent got on the track that the Frenchmen could not last. Cousseau was bothered by the pain which he experienced from a wound gotten in the war, while his mate soon became exhausted trying to do the work of two. In the first four hours they lost 36 laps, or 3⅔ miles. They withdrew at 6 o'clock in the morning.

Teams Begin to Fall Behind

The first change in the score, excepting the withdrawal of Cousseau-Parent, came as the hour hand had passed 11, when the riders started a sprint in which Kopsky-Hansen lost three laps, Linart-Madonna two laps, and Piercy-Cavanagh and Seres-Dupuy one each. In this sprint Piercy's front tire got loose, the wheel skidded and he was thrown unconscious on the track. He was out of the race for one-half hour.

There were several attempted jams which did not amount to much. But a lively sprint occurred just as the Garden was being packed with the afternoon crowd. Premiums were being offered by the management and spectators to get some "pep" into the race, and Wohlrab had run off with a ten-spot. Egg and McNamara started this sprint and another change in the score took place. Kopsky-Hansen, already three laps behind the leaders, lost three more laps, and Linart-Madonna dropped three laps further to the rear, while the two teams, Dupuy-Seres and Piercy-Cavanagh, each lost another lap.

In the evening several ten-lap sprints were enjoyed by the great crowd, stimulated by the offerings of spectators. Piercy-Cavanagh got away with the biggest game of the evening, $50. Shortly after, McNamara stole up front and hit up a great pace, which opened a huge gap between him and the field. In the sprint that followed these teams lost one lap each: Piercy-Cavanagh, Bedell-Bedell, Ryan-Wohlrab, Thomas,Hanley, Mitten-Hansen, Kopsky-Hansen, Linart-Madonna, Seres-Dupuy.

Score for 24 Hours

	M.	L.
Fogler-Hill	537	9
Goullet-Grenda	537	9
Moran-McNamara	537	9
Root-Clark	537	9
Egg-Verri	537	9
Lawrence-Magin	537	9
Cameron-Kaiser	537	9
Lawson-Drobach	537	9
Bedell-Bedell	537	8
Ryan-Wohlrab	537	8
Thomas-Hanley	537	8
Walthour-Halstead	537	8
Mitten-Anderson	537	8
Piercy-Cavanagh	537	6
Dupuy-Seres	537	6
Linart-Madonna	537	3
Kopsky-Hansen	537	2

The record was 532 miles and 4 laps, made by Goullet and Fogler in 1913.

Alfred Grenda

A quarter of an hour after midnight Linart retired because of a sprained back. Madonna, his partner, was given the usual four hours to find another team mate; but at the expiration of that time the teams still remained intact and Madonna left the track.

All through the morning the riders kept banging at the former figures. At 5 o'clock the cyclists had covered 637 miles and were 7 miles and 7 laps ahead of the former record, made by Perchiot and Breton last year. The offering of primes was responsible for a number of sprints.

Many Primes Offered

In the afternoon Wohlrab started a jam which lasted for about five minutes. Cavanagh fell behind nearly three-quarters of a lap, and Piercey relieved him and made up for lost ground. Primes were also given in the afternoon, but none of them amounted to more than $10 for a ten-lap sprint. A desperate attempt was made by Wohlrab to regain his lost lap, but try as hard as he did the rest of the field always clung to him in the end.

Dick Rudolph, of the Boston Braves, was again a spectator of the evening performances and brought the crowd on its feet by offering $10 prizes for the winner of every mile sprint for 20 miles. The riders, who had been traveling fast before, increased their speed to get the money. McNamara took $50 of Rudolph's cash; Lawson and Grenda each won two of the ten spots, while Goullet and Drobach each got away with three.

Lawson led for 1,000 miles at 11.25.

Score For 48 Hours

	M.	L.
Goullet-Grenda	1011	1
Moran-McNamara	1011	1
Fogler-Hill	1011	1
Root-Clark	1011	1
Egg-Verri	1011	1
Lawrence-Magin	1011	1
Cameron-Kaiser	1011	1
Lawson-Drobach	1011	1
Walthour-Halsted	1011	1
Ryan-Wohlrab	1011	0
Bedell-Bedell	1011	0
Thomas-Hanley	1011	0
Mitten-Anderson	1011	0
Piercey-Cavanagh	1010	8
Dupuy-Seres	1010	8
Kopsky-Hansen	1010	4

The record was 1,000 miles and 7 laps, made by Ryan-Hill in 1913.

Goullet Wins a $200 Memorial Prize

A Frenchman, who refused to disclose his name, came forward when the chimes in the Metropolitan tower announced 12:15 A. M., to offer a prize of $200 in memory of Comes, the late Paris cyclist, to the winner of a ten-lap sprint. Bedlam broke loose in the great amphitheatre. The riders warmed up to a whirling speed. Jackie Clark jumped to the lead, and it almost seemed as the bell rang that he would cross the line first. But Goullet, inspired undoubtedly by the memory of the great Comes recently killed in the war, dashed ahead and beat out Clark by a few inches.

In the wildest jam that had yet occurred in the race and which started right after the Comes memorial sprint, Wohlrab broke away from the bunch and after a few exciting laps succeeded in regaining the lap his team had lost Monday night. This brought them up with the leaders. In the jam, Kopsky-Han-

sen and Seres-Dupuy each lost one lap, and the Cavanagh-Piercey team fell back five laps more.

The same Frenchman who gave the $200 later made an offer of three additional prizes. Of these two were given for two sprints, 10 minutes apart, the winners of which received $50. McNamara won the first and Lawson the second. Then he gave another $100 for a series of five sprints and the leaders at the end of each mile for five miles received $20 each. These were won by McNamara, Grenda, Ryan, Clark and Grenda.

Somewhat after 4 o'clock Tuesday morning, Seres, of the Seres-Dupuy team, left the track because of his injured leg. Dupuy was given until 8:17 to find a team mate. At this time they were four laps behind the leaders.

At exactly 7, Frank Cavanagh quit the race because of a cold in the stomach. Piercey, his partner, then joined with Dupuy to form a new team. Including the customary penalty of one lap, the pair were one-half mile behind the leaders.

Five Teams Circled in Sprints

At about 4:30 in the afternoon Anderson started a sprint which lasted five minutes. In this, Hansen-Kopsky and Piercey-Dupuy each lost a lap.

At 6 o'clock, when the record-breaking crowd started to pack the house, the riders had covered 1.574 miles and were 11 miles ahead of the previous record.

John J. McGraw's primes were the feature of the evening. The Giant's manager offered $150 for fifteen 10-lap sprints, the leaders of which got $10. In this grab for $10 notes, five teams were circled. Hanley-Thomas were dropped for a lap, the Bedell brothers and Mitten-Anderson suffered the loss of two laps each, while Dupuy-Piercey and Kopsky-Hansen saw the riders go round them three times.

In the middle of one of these sprints Wohlrab ran ahead of the pack and soon opened up a gap of half a lap between himself and the field. Ryan came out to relieve him, but was not strong enough to maintain Wohlrab's speed and fell back in line.

Score For 72 Hours

	M.	L.
Clark-Root	1468	5
Moran-McNamara	1468	5
Goullet-Grenda	1468	5
Fogler-Hill	1468	5
Egg-Verri	1468	5
Lawrence-Magin	1468	5
Cameron-Kaiser	1468	5
Lawson-Drobach	1468	5
Ryan-Wohlrab	1468	5
Walthour-Halsted	1468	5
Thomas-Hanley	1468	3
Bedell-Bedell	1468	2
Mitten-Anderson	1468	2
Dupuy-Piercey	1467	7
Kopsky-Hansen	1467	3

The former record was 1,460 miles and 5 laps, made by Root-McNamara in 1913.

Bad Spills Lay Riders Unconscious

A few hours after midnight on Thursday morning, the same Frenchman showed up once more, and this time he handed out another $200 in prizes. There were primes galore given out during the entire day, over $2,000 having been offered.

Joe Fogler received a bad spill about 5 o'clock. Fogler was forced down by the riders and ran against a spectator who was standing near the track. Being rendered partially unconscious, he did not return to the saucer until an hour, all bandaged and plastered up.

Winners of Six-Day Bicycle Races

Year	Winners	Mileage
1891	William Martin	1,466.0
1892	Albert Schock	1,600.3
1893	Ashinger-Foster	
1894	No race held.	
1895	Frankie Nelson	
1896	Teddy Hale	1,910.9
1897	Charlie Miller	1,983.0
1898	Charlie Miller	2,007.4
1899	Miller-Waller	2,733.4
1900	MacFarland-Elkes	2,628.7
1901	Walthour-McEachern	2,555.4
1902	Leander-Krebs	2,477.3
1903	Walthour-Munroe	2,318.3
1904	Root-Dorlon	2,386.6
1905	Root-Fogler	2,260.6
1906	Root-Fogler	2,292.2
1907	Rutt-Stol	2,312.5
1908	MacFarland-Moran	2,737.1
1909	Rutt-Clark	2,660.1
1910	Root-Moran	2,545.3
1911	Clark-Fogler	2,718.9
1912	Rutt-Fogler	2,661.5
1913	Goullet-Fogler	2,751.0
1914	Goullet-Grenda	2,758.1

Only a few records were broken in the forenoon, but later in the day Kopsky-Hansen and Dupuy-Piercey dropped a little further in the rear, and Kaiser, the debutant professional, who had made a strong showing on all days, won the admiration of the crowd by his splendid riding.

At 7 o'clock in the evening, Dupuy withdrew from the track because of tonsilitis, while at 10 P. M. Kopsky, who had been making a pest of himself during the entire race, also dropped out. A new team was formed of Piercey and Hansen. Three-quarters of an hour after Kopsky got out, the Bedell brothers surrendered to exhaustion.

When the hour hand pointed to 10, a terrible spill occurred, which laid Kaiser, the idol of the huge crowd present, unconscious. Verri sustained cuts on the cheek and the mouth. Drobach, the Pole, broke a finger, Anderson was badly bruised, and Wohlrab's face and knee were severely cut up. This spill happened on the Madison avenue curve, when Wohlrab and Clark collided just after passing the finish line in a mile-prize sprint.

In threatening a strike unless the "prize" system was eliminated, Jimmy Moran, the milkman, acted as spokesman for six of the leading teams. He complained that the riders could not get any sleep because of the many sprints and that the teams which were behind in the score could hit up a terrific pace during the sprints and win the money and then rest by dropping back a few laps, whereas the teams in the lead had to keep up the pace or be lapped. Manager Floyd McFarland informed the riders that if they did not wish to continue under the prize system they could quit the race. He said that they knew of the sprints before the race started.

At midnight Kaiser led the field and broke the record for the 96th hour.

Score For 96 Hours

Cameron-Kaiser	1904	9
Goullet-Grenda	1904	9
Moran-McNamara	1904	9
Fogler-Hill	1904	9
Root-Clark	1904	9
Egg-Verri	1904	9
Lawson-Drobach	1904	9
Ryan-Wohlrab	1904	9
Lawrence-Magin	1904	9
Thomas-Hanley	1904	7
Walthour-Halstead	1904	7
Mitten-Anderson	1904	4
Piercey-Hansen	1904	0

The record was 1,092 miles and 3 laps, made by Halstead-Drobach in 1913.

More Laps Are Lost

With the racers gradually nearing their goal, the fifth day was characterized by its terrific sprints and hard jams which helped to thin the ranks of the contestants.

In a jam that started 15 minutes after 3 o'clock in the morning, Walthour-Halstead lost a lap, while in a second jam that commenced directly afterward and lasted for 18 minutes that team lost another lap and Ryan-Wohlrab retired.

At midday Verri-Egg, the Italian team, led the field, having covered 2,118 miles and 7 laps, which was 5 miles and 3 laps ahead of the record.

(Continued on page 22)

Mt. Tom Is Climbed Again

Pope Two-Speed With Sidecar Attached Braves the Rugged Trail and Carries Its Rider, Without a Single Mishap, to the Famous Summit

Viewing hills and valleys from Mt. Tom

Mount Tom, near Holyoke, Mass., has been climbed again, this time by a Pope two-speed with sidecar attached. The climb was made in 1 hour, 10 minutes from start to finish of the ascent.

The summit of this "Mountain Sentinel of the Connecticut River Valley" is 1,214 feet above sea level, and crowned by a summer hotel or casino. From this point the view in all directions is remarkably fine, showing as it does fertile, cultivated fields, thriving manufacturing cities and the winding broad surface of the Connecticut river, whose outline is traced over a great expanse of land for nearly 40 miles.

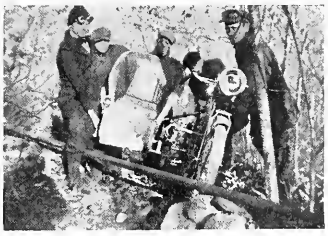
In summer the mountain is climbed by an inclined cable operated railway, there being no established road to the top because of the terrific grades. There is left on the side of the mountain the old trail cut nearly 20 years ago and over which supplies were hauled through the winter time for the construction of the railway and upper station. It is needless to say that this trail is very rough, is covered with loose stones varying in size from a pebble to a man's head, and is narrow and at many points so steep that it is difficult to climb. A Pope rider determined that his two-speed machine could make the climb with comparative ease, and as a handicap attached a sidecar; the result was very interesting.

The trail was rough and stony

As the machine started up the grade it responded quickly to every strain imposed on it, and at no time did the engine power appear to be near its limit. There were points on the path where the bare rock gave little hold for the rear wheel tire, and at times the wheel did spin around in its endeavor to find a proper "hold."

Ordinarily it is impossible to gain the direct summit, and the platform of the Summit House, because of a high fence and a refreshment booth which block access to the top from all but the points where steps are provided.

Curiously, the night before the ascent, a strong wind blew over the refreshment booth, leaving a path just wide enough for the motorcycle and sidecar to pass

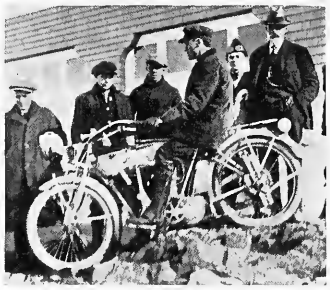


Helping the machine over a water pipe

through, and the rider of the motorcycle, therefore, drove his machine directly to the top and was photographed on the platform of the Summit House.

After lunching on the summit of the mountain the descent was made, and it was found more difficult than the climb, but was accomplished without trouble, after which the motorcycle was ridden back to Westfield without showing any apparent strain or misuse of its power.

This feat of a two-speed motorcycle makes plain the fact that the modern motorcycle is capable of negotiating any grades where it is possible for the rear wheel to find tractive resistance, and this coupled with reports which are constantly being received of the same machines traveling distances from one to five thousand miles without trouble of any kind, proves that the present means of economical transit can hardly be improved upon.



When the climber reached Summit House

Never Pumped Tire On 1,293-Mile Trip

Carl Seeley, of Mason City, Ia., makes a pleasant report on his motorcycle trip made this fall. It covers 1,293 miles, and was on a Model L twin-cylinder single-speed Pope motorcycle. From Mason City his route led through Charles City to Waverly, Cedar Rapids, then via the Lincoln Highway to Sterling, Ill., then to Chicago, South Bend, Kalamazoo, Battle Creek to Albion, returning to Mason City via Chicago.

A feature of his report is given here: "My entire trip was made without an accident of any kind; never had a minute's trouble with my motor and never pumped a tire on the entire trip. Further, I never removed a spark plug from my motor. I used common gasolene and Mobiloils, B grade."

Motorcycles In Chile

Charles L. Latham, American Consul to Chile, South America, reports that there is a great field for the motorcycle in his country. He says, "When the first motorcycles were imported into the territory of Magallanes, Chile, it was generally believed that such vehicles could not withstand the difficulties of the unimproved roads in this section. However, any fears in that direction have been entirely dispelled by the consistent performance of the two-wheelers. Already there is a growing demand for motorcycles, the two-wheeler offering a reliable means of speedily getting over the ground in a country where there is the minimum railway service."

National conference of salesmen of Goodyear Tire & Rubber Co., held recently at the factory in Okron, O., showin

GOULLET-GRENDA BEST IN SIX-DAY GRIND

(Continued from page 20)

In the afternoon, more prizes were offered and again the sprinting started. But all the teams were able to keep their previous positions until a minute after five. Then Thomas began a sprint in which he and McNamara set the pace. Walthour-Halstead fell back two laps; Anderson-Mitten 3; and Piercey-Hansen 4.

In the evening the largest crowd thus far thronged the huge amphitheatre. The sensational feature was a 12 minute jam. McNamara-Moran and Kaiser-Cameron teams broke away from the field and succeeded in opening up a gap of a half lap. Round they whirled at a mad pace and before the bunch had gotten together, Root-Clark and Lawrence-Magin had each lost a lap, while the teams that were already behind fell still further in the rear.

Score for the 120th Hour

	M.	L.
Moran-McNamara	2349	2
Goullet-Grenda	2349	2
Fogler-Hill	2349	2
Egg-Verri	2349	2
Cameron-Kaiser	2349	2
Lawson-Drobach	2349	2
Root-Clark	2349	1
Lawrence-Magin	2349	1
Walthour-Halstead	2348	7
Thomas-Hanley	2348	6
Mitten-Anderson	2348	0
Piercey-Hansen	2347	1

The record was 2334 miles and 5 laps, made by Hill-Ryan in 1913.

Final Score—142nd Hour

	M.	L.
Goullet-Grenda	2758	1
Lawson-Drobach	2758	1
Fogler-Hill	2758	1
Egg-Verri	2758	1
Cameron-Kaiser	2758	1
Moran-McNamara	2758	1
Root-Clark	2758	0
Lawrence-Magin	2758	0

The record was 2,751 miles, made by Goullet-Fogler in 1913.

Mounts the Cyclists Rode

Lack of American bicycles was a noticeable feature of the New York six-day race. At the start a census was taken of the mounts of the riders and the following will show just what machines were used:

Joe Fogler, Bastide (French); Fred Hill, Caminade (French); Reggie McNamara, Caminade (French); Jimmy Moran, Bastide (French); Alfred Goullet, Peugeot (French); Alfred Grenda, Bastide (French); Norman Anderson, Bastide and Caminade (French); Gus Wohlrab, Ixion (Australian), and Caminade (French); Martin Ryan, Caminade (French).

Jake Magin, Carbine (Australian), and Bastide (French); Iver Lawson, Torpedo (German), and Janu Special (American of foreign parts); Peter Drobach, New England (American), and Bastide (French); John Bedell, Pierce (American); Menus Bedell, Janu Special (American of foreign parts); Thomas, Saphire (Belgium); Norman Hansen, Caminade (French); Joe Kopsky, Caminade (French), and B. S. A. (English); Worth Mitten, Janu Special (American or foreign parts); Harry Kaiser, Caminade (French); George Cameron, Caminade (French); Eddie Root, Caminade and Bastide (French); Jackie Clark, Caminade (French).

Alfred Halstead, New England (American); Bobby Walthour, Caminade and Bastide (French); Charles Piercey, Caminade (French), and Schackcloth(Australian); Marcel Dupuy, La Francaise (French); Emil Cousseau, Peugeot (French); George Parent, Janu Special (American of foreign parts), and Bastide (French); George Seres, Peugeot (French); Victor Linart, Caminade (French); Vincenzo Madonna, Caminade (French); Oscar Egg, Peugeot (French); Francesco Verri, Itala (Italian).

Zemo's Pluck Wins C. R. C. A. Race

In winning the weekly point race of the New York Division of the Century Road Club Association over the Pelham Parkway course on the 22nd inst., Louis Zemo, handicapped at one minute, gave a plucky exhibition. Shaken off by the fast pace of his opponents in the early stages of the five-mile contest, Zemo refused to quit, and by hitting a desperate clip in the fourth mile he drew up on even terms with A. Desimone, who started from the same mark and was leading the field. Entering the home stretch Desimone gained what apepared a winning lead, but he started his sprint too soon, and nearing the tape he faltered. Zemo, with a burst of speed, drove his bicycle across the line a winner by a fifth of a second. J Napthal was the first scratch man completing the distance, drawing down third prize. Summary:

Louis Zemo (1:00), 14:03⅕; A. Desimone (1:00), 14:03⅖; J. Naphtal (scratch), 13:03⅘; J. Cauldwell (1:00), 14:04⅖; H. Whiteman (scratch), 13:10; A. Morgan (scratch), 13:12; R. Cauldwell (1:00), 14:32; A. Palma (1:00), 14:40; W. F. Thompson (1:00), 14:41.

Cash Payments Eliminate Trouble

Unpaid repair bills, many of them left unpaid for months on some flimsy excuse or another and finally neglected altogether, constitute one of the largest and most prevalent holes in the sieve with which the motorcycle dealer is supposed to sift his cash returns for traces of profits.

"Yes, it practically takes all the juice out of the business. When we get through the year we don't have a thing. All our profits are tied up in unpaid repair bills," echoes Mr. Sleeper of Couchtown.

"Absolutely unnecessary. You could have your profits in the bank. You could invest them in real estate. You could be turning them over in the sale of motorcycles. You could really cut out repair bill losses and slow collections entirely if you wanted to," says Mr.

)0 men, 550 salesmen, branch managers, etc., including part of the Canadian Organization, and the reception committee

Lively, who runs the Wide-Awake Garage and Repair-shop, of Starville.

"You'll have to show me. I've been in the business a long time and I never saw it done," retorts Sleeper as he sinks down once more to a restful attitude.

"Well, you can open your eyes and see something new then if you'll visit the Wide-Awake Garage," says Lively.

"But do you really get cash for repairs?" queries Sleeper.

"We certainly do get cash for repairs, and as long as I am in the business we will continue to get it," remarks Lively.

"How do you do it? Our customers would get mad if we asked them for money right away," says Sleeper mournfully.

"It's a long story. But the main point is that we realized we could not stay in business unless we took some radical action. We figured out that the biggest part of the repair job is labor. And labor won't stay unless it is paid regularly each Saturday night. Our customers took their goods and paid us when they were good and ready and many times they did not pay us at all. Instead they kicked and made things unpleasant.

"The more we thought about it the more we could see that there was only one way out. That was cash. It meant treating everyone alike. It meant a more up-to-date repair-shop. It meant a better system of records. And it meant plenty of backbone to stick to the idea once we adopted it. But it meant our salvation along with the rest.

"And so we asked for cash. It was hard. But we explained to our customers that it was the only way. We showed them that it was better for them. It made them more particular about examining the job when they got it. It made us more particular about finishing the job up right. It eliminated that endless chain of come-backs. It put a more systematic plan into our repair-shop.

JOHNSON WINS IN THE SIDECAR CONTROVERSY

F. A. M. Legal Action Chairman Induces Connecticut Official to Rescind Law Governing Sidecar License Tags —Important Victory for Trade

While it is true that the old, old question, "What do I get for my dollar?" is not heard as often as formerly, there still are many who want to know what the Federation of American Motorcyclists is doing for its members. It is doing many things all the time and every once in a while the organization, through one of its committees, negotiates some especially beneficial and difficult commission which is of vast interest to a multitude of riders.

The latest accomplishment must be credited to Chairman Johnson of the Legal Action Committee, through whose efforts the state of Connecticut has been brought to see the unjust legislation which had been enacted in reference to the licensing of sidecars. The state had required that sidecars should carry license plates additional to those carried on the motorcycle.

Chairman Johnson went to Hartford and took up the subject with the secretary of state and convinced that official that the requirement was useless, unfair and worked a hardship on the riders, and that it also was detrimental to the growth of a promising industry. His points were so well made that he was able to secure immediate consideration of his plea, with the result that the Connecticut official agreed to rescind the objectionable regulation.

This is but one of several things that Johnson has accomplished or is accomplishing for the riders of power-driven two-wheelers, and the least that owners of motorcycles can do to show their appreciation of his efforts is to join the national organization. It will be interesting to note whether the riders in the "Nutmeg" state, the direct beneficiaries of the F. A. M. activity, are going to acknowledge the service by coming into the fold, and those who already are in it by renewing their memberships, or whether they are merely going to "think their thanks" and be winning to be considered as the "poor brothers."

A. O. SMITH CO. STARTS MOTOR WHEEL SELLING CAMPAIGN

Arrangements have been completed between the A. O. Smith Co., of Milwaukee, and the Haverford Cycle Co., of Philadelphia, whereby the latter concern is to act as the sales representative for the Smith Motor Wheel in the territory of New Jersey, Delaware, North and South Carolina, Maryland, Virginia, District of Columbia, Southern Michigan, Eastern Pennsylvania, the city of Buffalo, including Erie and Niagara counties in New York state, also Cleveland and Cuyahoga county, Ohio.

Another addition to the sales force is C. A. Neracher, of Elyria, O., who will look after the sales in northern and central Ohio. His territory will not include Cuyahoga county, but will take in all the rest of the state as far as Dayton, Springfield, Columbus and across to Marietta.

Arrangements have been concluded which permit of the sale of Smith Motor Wheels in Canadian territory and agreements with distributers and dealers in that section will be entered into in the near future. So far nothing has been done in this direction.

The active selling campaign already has been started in the United States and many contracts have been received. The device is being demonstrated in many sections and is attaining a popularity which even the Smith people had not anticipated. Already the demand has exceeded expectations.

Relating the Adventures of John Prospect

Wherein the Motorcycle Bee Nearly Causes Him to Become the Victim of a Fraud—How An Unscrupulous Dealer Played Upon His Desire for a Machine, and What Dr. Wise Said.

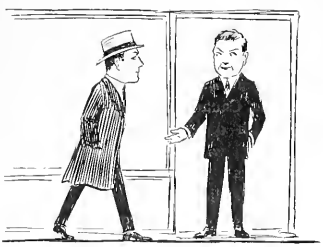
The fifth of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler.

John's trip to Buffalo was not altogether a pleasure trip. He went on business, and when he took the fast Western express home the smile which he wore when he started had faded to a frown. Instead of enjoying the perfecto in the smoking department, it tasted like a wet weed, and half a dozen drinks, cocktails, sauterne, sparkling Burgundy and a cordial all failed to bring back the smile which he usually wore. John had learned that a big wad of money stowed away carefully in securities had been so carefully stowed away by the security company that the chances were that he would never see very much of it again.

"Well," he sighed, when he reached Highville, "they certainly got to me for a stack of reds this time—guess I can't get that motorcycle now after all. Well, that's too bad, because I rather wanted one of those animals; but there's no use crying after spilt milk."

The X-Z People Keep After John

So John consoled himself as best he could and gave up going around to the dealers for a while. Perhaps he might never have bought a machine at all if it had not been for one thing. The one thing was the new X-Z dealer who had just established an agency for that make in Highville. John was called up in the afternoon a week after his arrival by this dealer, who said that he wanted



"Say, Mr. Prospect, I want to tell you"

Prospect to come around to his store that night and see the new models. The dealer said he had heard that Prospect was interested from the X-Z dealer in Buffalo whom Prospect had once called on, and he knew that a visit to the new agency would be interesting and satisfactory.

Prospect explained that he had rather changed his mind about buying a machine, and that he did not think he wanted one after all. The dealer was mildly surprised, but said that it would be nice if Prospect could just come to the shop anyway and look around, because the patronage of men like Prospect was valuable to a dealer, especially one starting business in a new town.

The motorcycle bee was a-buzzing in John's upper story by now and he did not refuse the dealer's request as decidedly as he had done at first. The X-Z man persisted, and began to tell him what a lot of good things he would see at the shop in the way of new features, and some accessories, like a new saddle and a lighting system that were almost as important as the new machines. Buzz-huzz went the bee, and John said that he would come the next day.

Now it happened that on the way to the new X-Z store you had to pass the C-D agency and it happened as John was going by the dealer came out and said good-morning. John said good-morning, too. The dealer beamed at him as the sun beams at the flowers in the morning.

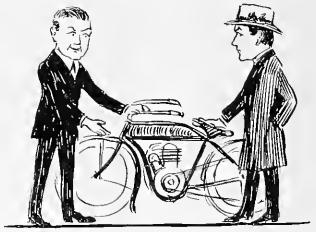
A Fine Bargain is Offered Him

"Say, Mr. Prospect," he began, "I want to tell you about a bargain that you can have if you want. It's a fine C-D machine that has been used a bit and returned to us. We are going to sell it at a dead loss just because we want to advertise the C-D and don't mind throwing away a bunch of coin in doing it. It's a great chance and you'd be sorry to miss it. Come on in and see it."

John thought that maybe this machine would sell for such a low figure that he could afford to buy it; anyway, there was no harm in looking at it. So he went in, and there, right by the door stood a newly painted C-D single with its nickeled parts brightly polished and oiled.

"There she is—ain't she a dandy?" exclaimed the dealer. "Just as good as new—everything overhauled and put in shape—new magneto and carburetter."

Prospect leaned over and inspected the model carefully. He knew quite a little about the technical side of motorcycles



"She was born in 1913, but——"

by now because he had been reading it up and studying the question to find out exactly what he was up against. So he knew a new carburetter from an old one, and a lot of other things.

"That's not a new carburetter, is it?" he asked.

The C-D dealer blinked two or three times and looked surprised.

"Certainly it's a new carburetter; may be a little dirtied, but that can be fixed up with a rag and a little oil."

"Well, you ought to know. But this animal looks ancient to me. When was it born?"

The dealer closed one eye and with the other scanned John from his shoes to the top of his felt hat, and then back to his shoes again.

A Machine of Uncertain Date

"She was born in 1913, but we made her over this year. Look at that new magneto—best made; and then these here footboards are new, and the saddle, too, and, well, it's been all fixed up."

"It doesn't look like the vintage of 1913," objected Prospect. "Look at that belt drive; and the leaf spring frame is certainly not the type that you used that year."

The C-D dealer coughed and looked

at everything in the room but his visitor.

"Well, now that you mention it, the frame and cylinder may be 1912, but I tell you it's all been remodeled, and the replacements we made on it make it fully as good as any 1913 type even when new, and then look at what you are getting for your money. Do you know what we are going to sell this machine for?" He lowered his voice and looked around cautiously. "Well, it's not for publication, but I know you and want to do the right thing by you, and we'll let you have this splendid motorcycle for one hundred and twenty-five dollars, and it's worth every cent of one hundred and seventy-five."

Old Wine in New Bottles

"It certainly is good; you just pin your money on this little machine—can't beat it at the price, or a lot more. Why, they say that belt drives are going out; no such thing. Over in England they use more belt drives than chain drives, and there are four times as many riders there. Look at this a minute. You see, this belt is driven by a small wheel while it's connected to a big one on the rear wheel. Now that makes high speed assured because the power is transferred from a small wheel to a big one, and that makes it revolve faster and consequently give high speed."

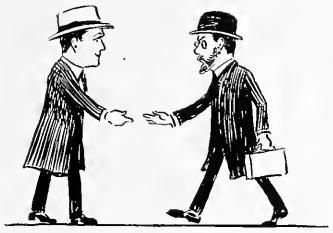
"Hold on a moment—I thought it was the other way around, that a large wheel geared to a small one produced speed and a small wheel driving a large one, power!"

"Did I say speed?" corrected the dealer smoothly. "I meant power."

"Well, it looks powerful enough. But even if it does make such a lot of speed what interests me most is reliability—whether you guarantee the machine to be an A-1 product. You see, a buyer can't know much about a motorcycle—if he has had no previous experience, that is—except in the way of theory. He knows if a model is theoretically fast and comfortable to ride on, and so forth. But he has to go by the dealer's say-so in the matter and the firm's reputation for honest dealing."

The C-D dealer leaned up against the counter and took out a cigar, which he lit thoughtfully. Prospect noted that he did not offer him one or offer to go where they could sit down and be comfortable.

"What more do you want for the price?" he demanded aggressively. "Here is a dandy machine that I'm willing to let go for two-thirds its real value just because I want to do the right thing by you and get you for a customer. If you don't know a good thing when you give it the once over why there's no use in going all over the matter again. Half a dozen men are waiting for a chance



He nearly ran into Dr. Wise

to buy this model and I was saving it for you."

Dealer Shirks Responsibility

"Certainly, that's all very well," remonstrated Prospect, who did not like the other's tone, "but what guarantee do you offer for the machine? To be specific, will you make repairs for me if anything goes wrong with the power plant that I am not responsible for? Do you guarantee it to be in serviceable condition?"

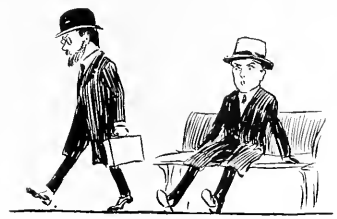
"Of course it is."

"Well, if the carburetter boils over or the valves explode, or the cylinder drops off, or the magneto has the fits, will you fix it up for me without charge?"

The C-D dealer grew red in the face.

"Don't you think I have anything better to do than to play nurse to everybody who monkeys with a motorcycle, hey? My money ain't going to pay for repairs every time you bust a part or blow a tire or spill in the road and dent your frame. Well, there's the machine; what are you going to do?"

"I'll want a little time to think it over. A hundred and twenty-five looks pretty big to me now."



Prospect sat down suddenly

"Then you may lose the machine, because there's others waiting for it. I tell you what I'll do—let's call it a bargain at a hundred even."

"Let me think it over," said Prospect firmly.

"Better take it while you can get it," snapped the dealer, who looked as cross as if he had staked all his pile on a blank number.

But Prospect shook his head and looked around for the door.

"I don't know if I can afford it. Good-morning."

Now it so happened that as John was leaving the C-D shop he nearly ran into Dr. Wise, who was hurrying along the street with his medicine kit. Prospect grasped the old doctor cordially by the hand.

"Well, well, exceeding the speed limit, Doctor. Twenty-five dollars fine."

The old physician smiled cheerily.

Dr. Wise Opens Prospect's Eyes

"Excuse is offered that I am on a hurry call. Somebody about six miles out of town is ill and my old horse, Jack, is laid up with tender feet, so I must call for a trouble bus from the garage. This sort of thing happens so often that I am thinking of getting a motorcycle to carry me around."

Prospect looked interested.

"So you have the bug, too. Well, I just didn't buy a motorcycle in this store. The dealer got sore when I began to pull the 'safety first' stuff about buying. That made me sore, because I wasn't going to dig into my pile for a hundred and twenty-five bones just on his say-so, and I wanted to think it over."

"Was it an old 1910 single?"

"It was a single, newly painted, and with a new carburetter and magneto and other replacements. But it was a 1913 model."

"What!" Dr. Wise dropped his medicine bag in astonishment. "A 1913 model! New carburetter! New magneto! Why that machine never saw a new part in its life except for a few bits of pretty nickel to look nice and shiny and maybe a new spark plug. Why it was traded in by the butcher's boy two years ago, and it's been rusting in the repair-shop ever since. It's a 1910 model; the C-D dealer finally confessed that to me when he saw that I would not buy. He tried to sell it to me for sixty dollars, but not for me!"

Prospect sat down suddenly on a convenient bench.

"But he said that half a dozen men wanted to buy it."

"Did he pull that ancient stuff on you, too? Well, well, John, better take your wife along the next time you go shopping."

And the old doctor hurried off to attend his patient.

Prospect never bought that C-D.

BALTIMORE CYCLE CO. TAKES THE READING-STANDARD

The agency for the Reading-Standard in Baltimore, Md., has been taken over from the Randall Mfg. Co. by the Baltimore Cycle Co., recently formed and located at 646 West Baltimore street. S. Nechamkin, manager of the company, is now seeking agents throughout the state as the company is sole distributer for Maryland. Randall handled the R-S and Pope for a long time, but now represents the Thor, which he took over from Little Joe Wiesenfeld some time ago. The new model of the Reading-Standard is expected in about a week.

Iver Johnson Bicycles Via Canal

Uncle Sam's big ditch is not without its utility to bicycle manufacturers. Iver Johnson's Arms & Cycle Works, of Fitchburg, Mass., have fired the first gun in the form of two carloads for San Francisco, same having been shipped during the week of November 9th. This is said to be the first shipment of bicycles via the Panama Canal.

Here are the riders lined up for the start of their evening's enjoyment, provided by Lee Wright, agent for the Excelsior in Galesburg, Ill. That they enjoyed it the story on this page proves

Jolly Evening For Galesburg Riders

Eleven riders, led by Lee W. Wright and Ardo Melander, starting at Wright's Motorcycle Garage, 181 East Simmons street, Galesburg, Ill., on November 11th, formed a parade down Main street and around the square. With the lights turned on, the shining machines made a beautiful sight as they glided along. At a given signal all stopped and lined up in front of the Empress Theater, where the 13th installment of "The Trey of Hearts" was enjoyed. Between reels, slides of the Excelsior motorcycles were shown on the screen.

Spake's restaurant was the next place to be visited. Then away went the party to the Gaiety, where Max Bloom was seen in "The Sunny Side of Broadway." Not an incident marred the evening except when Allensworth tried to start his machine and found someone had played a joke on him by shutting off the gasolene. After riding down Main street again the crowd broke up and each rider went to his respective home feeling that the time was well spent during the evening.

Excelsior Company In Baltimore

The Excelsior Motor & Supply C. has been formed to do a general motorcycle business at 2632 West North avenue, Baltimore, Md. The company has a Maryland distributing agency for the Excelsior motorcycles, of which many are on the streets of that city.

Those interested in the new Excelsior Motor & Supply Co. are Irvin Sandruck, Frank W. Sandruck, Jr., Walter W. Fairley and William Tretick. The Sandruck boys are well known to local motorcyclists, having been for some time connected with their father, F. M. Sandruck, and their brother, Clayton Sandruck, in the distribution of Flying Merkel motorcycles.

New Quarters For Haverford Cycle Co.

Large business has come the way of the Haverford Cycle Co. of Cleveland, O., and makes them move to new quarters adjoining their old location. This addition will provide 5,000 feet more floor space. There will be an entrance on West 3rd street, where they will cater to garage and repair service, making it the largest motorcycle service station in the heart of the city.

"Happy" Alzina On Road For Hendee

Word comes from the far Western tepee of the Hendee Co. that Loris (Happy) Alzina has returned to them after a short connection with the Excelsior distributer for the Pacific Coast. The old warrior of the Indian will be on the warpath for the coming season throughout Northern California and Nevada.

SPOTSWOOD HANDLES ONLY HARLEY-DAVIDSON

There are two things which go strongly against the grain of any self-respecting publication. One is to publish a misstatement and the other is to publish a correction. But it is not possible to guard against errors on the part of correspondents and there are times when a news item comes along which has all the appearance of being truthful even though the statement is surprising. It is printed in good faith and too late it is discovered that the news(?) is a figment of someone's imagination. Then comes the duty of printing a correction, and that's a duty that many publications shirk. Bicycling World and Motorcycle Review prides itself on the correctness of its news and it takes pride, too, in the fact that it possesses the moral courage to make acknowledgment of an error.

All of this is but a preamble to the correction of a little news item which appeared in the issue of November 3. In that issue it was stated that T. E. Spotswood, of Mobile, Ala., had opened a wigwam in that city and was showing the new Indian models. Almost before the printer's ink had thoroughly dried Spotswood began to receive inquiries. Had he changed; why had he changed, etc., etc.? The statement caused a distinct eruption among the many friends of the popular Alabama dealer, and he was annoyed by the necessity of answering the multitude of queries he received.

But Spotswood has not changed his line or added to it. He was and is an agent for Harley-Davidson motorcycles and handles this make exclusively. Bicycling World and Motorcycle Review acknowledges responsibility for the error and regrets it. It is seldom this publication has to make a correction, but, as was said before, when an error is made it will be corrected and the readers can depend on getting the news in these columns.

Baer Will Sell Pope In Northwest

Owing to their increasing business and the promising outlook for 1915, the Pope Mfg. Co. have secured the services of Roy R. Baer, of Sterling, Ill., and he will push Pope goods in Minnesota and North and South Dakota.

Baer is thoroughly conversant with both bicycles and motorcycles, having had 15 years live experience in bicycles and four years with motorcycles. He is a member of the Sterling Motorcycle Club and considered one of the "live wires" in Sterling, Ill.

In The Dealers' Domain

Are You Like This Dealer

The office of the garage was right in front. It took up one side of the show window. The customer—or, rather, the prospective customer, could see that the boss was in as he passed by on his way to the office. This possible buyer was a modest man of the quiet, determined type.

He went to the office door and looked in. The boss was talking to another man. Both were in their shirt sleeves. The other man may have been an employe or a customer. The boss looked up at the modest man, who stood framed in the doorway, and then continued his conversation.

It was undoubtedly a very interesting conversation. Some parts of it were amusing, because both laughed freely. A stenographer walked by the man in the doorway and came out again going to another office across the way. Her business was writing letters, so she did not waste time asking the strange man to have a chair or anything else. Five minutes went by, then ten, and the man modestly waited. The boss was still talking.

The embryo buyer waited no longer. Instead, he retraced his steps up the street, determined that whatever goods he bought it would not be goods handled by a loquacious dealer. This happened in a Michigan town, just a few weeks ago. It might have happened in many places. But most dealers are getting too alert for business to allow a strange man to come in and go out without finding out what he wanted or at least greeting him.

It is well that salesmen are having the value of instant attention impressed upon them. But there are still altogether too many places where the lesson is yet to be learned.

If You See Something Good—Grab It!

Dealers who have scoffed at the idea of regularly planned and carefully carried out window displays for the motorcycle business will be tremendously interested to know that these displays invariably pay for themselves.

"If we gauged the value of window displays by the interest of the public alone, we would be well satisfied," says Walter Bemb, of the Bemb-Robinson Co., Detroit. "But in addition to their effect on the public they have also a wonderfully stimulating effect on our salesmen. We have never yet made a display that has not shown us a dollar-and-cent profit. We urge all the dealers who work with us in our territory to profit by this fact."

Try some novel window displays. See what you can produce that is out of the ordinary. Note the effect on yourself and on your men. Observe the effect on the passersby. Observe how instantly new interest and fresh life is brought to a display of the same article that seems uninteresting when shown without a carefully conceived plan behind it. Here is a suggestion about which it will pay you to do something. After you have done one creditable window you will always be in the ranks of those who are enthusiastic over good displays.

Remember you are not trying anything new. You are simply adapting to your particular business an idea that has proved its extraordinary value in all lines. Don't say to yourself, "The motorcycle business is peculiar—it's different—you can't display goods except by showing the goods—that's what the public want to see."

No, that is not the modern spirit—nor is it the money-making spirit. It is the attitude of "the man behind"—the man who is afraid to do anything new himself. It is not the right attitude of mind for the man who is sharing in the development of a business that has grown faster than any other industry in the world. Get a new grip on things as they are. Be glad to adapt from any other business ideas that will help you toward success and be on the watch for those ideas!

War and Business

By Walt Mason*

One dealer says: "That mighty scrap, which rages now o'er Europe's map, makes things unsettled over here, and so I'm full of doubt and fear. I thought I would enlarge my stock, and paint the place and oil the clock, before war rumors filled the air, but now I feel I do not dare. I'll wait until the war is done before I spend my hard-earned mon."

The shirkers sit around his place, and talk of war and death so base, but few cash customers draw near—they do not like the atmosphere.

Look! A live dealer, down the street, goes prancing round on active feet. And if you mention war to him, he says, "It's bad, so help me Jim! I hate to think of grown-up chaps engaging in such foolish scraps, and packing weapons in their clothes, and shooting holes through unknown foes. But what I think or what I say about the war will bale no hay. So I keep such reflections out—I have my trade to think about.

"I've planned a corking winter trade, to make all former records fade. I have all kinds of Christmas goods, with squeaking dolls, Red Ridinghoods, fine Noah's arks, toy rocking chairs, tin crocodiles and polar bears. The kids will dance around a block when they behold my winter stock. And every day I try to spring some bargain that will make folks sing.

The man who buckles down to biz, and tries to make things fairly whiz can't all his time and thought devote to France's ginx or Prussia's goat.

"I read war stories when I can, like every other business man; but first I read, and seek the aid, of papers which concern my trade. In them I get the news I need; they help me out whene'er I read; they show me where I ought to gain, and where my efforts are in vain. And that's what I'm in business for; it beats this graft of talking war!"

Such dealers' views are safe and sane; a live dealer should fill his brain with what concerns his business first, and let the wardogs do their worst.

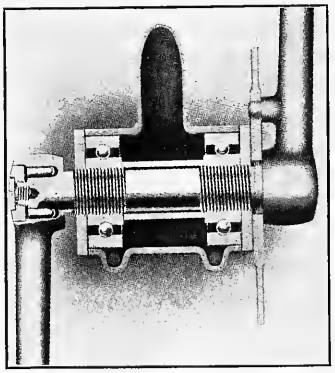
*From the Wisconsin Motorist.

Annular Bearings Applied to Bicycles

Interesting Tests Made by German Manufacturers Show Efficiency of the Automobile Type of Bearings

The use of three-point ball bearings with adjustable cones has survived in bicycles until the present day. It was attempted, to be sure, after the first successful introduction of annular bearings in automobiles to apply this simpler type to bicycles as well, but errors in design and mounting combined with insufficient protection against dust and humidity led to unsatisfactory results. To remedy this situation, however, the D. W. F. firm three years ago brought out complete bicycle hubs in which annular bearings, supplemented by end-thrust bearings, are effectively protected against dust, water and loss of lubricant as well as against the pinching and warping of the bearing rings to which the light cycle construction has been especially liable. To test the new construction in comparison with the so-called cone bearings (meaning the adjustable ball bearings) the following arrangements were made: The same bicycle was successively fitted with the cone bearings and with the new annular bearings and in each condition was tried with and without load. The provisions were to some extent typical of the variety of facilities required for measuring the fitness of any given style of bearings for any one of its uses.

The bicycle was placed with its rear wheel on two wooden sheaves arranged tandem, and these were turned with a slightly concave circumference; the front wheel was supported on a broad and flat-rimmed wooden sheave. The place of the crankarms was taken by wood pulleys driven by belting from a pack-shaft underneath, and the front wheel was likewise belt-driven from one of the



Miami crank hanger's annular bearing

sheaves driving the rear wheel, and the whole complex of pulleys was actuated, also by belt, from a direct-current electric motor of 1.9 horsepower. With all shafts mounted in ball bearings and the use of very thin and non-slipping belts the power consumption in the stand was small. The current consumption of the motor was measured with Weston meters and the rotary speed of the crankshaft with a tachometer made by Morell at Leipsic. The motor was run for one hour or until the current consumption became constant for a given load, and readings for the test arrangement were then taken for ten minutes with intervals of a half minute. From the results was to be deducted the resistance of the apparatus, varying with the load. To determine this resistance the bicycle was taken off and in its place a shaft with a brake disk was mounted in its place exactly where the crankshaft was before; from this prony readings were taken.

Figures show a superiority of the annular bearing of 49.7 per cent without load and 28.6 per cent under load of 86 kilograms.

Attractive Cycling Book Issued

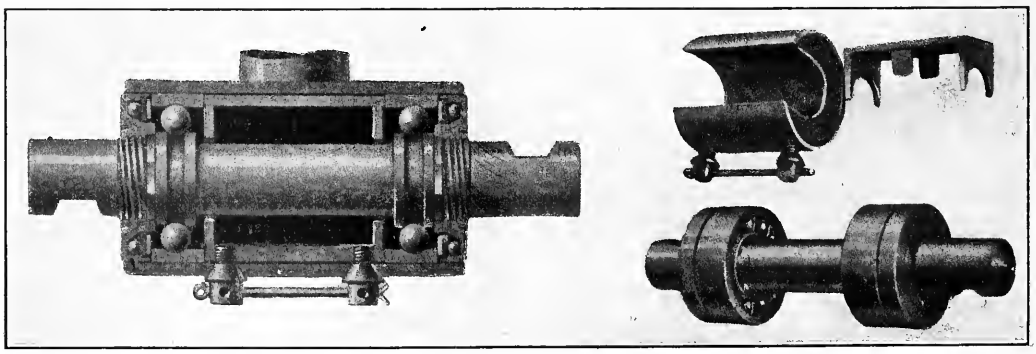
An interesting and well planned booklet is the handbook of the St. Louis Cycling Club just received at this office. The organization is the second oldest club for the sport in the country.

Organized away back in the early '80's, it soon became famous for its hard and fast road riders, among whom was Cola Stone, whose road records on the old high wheel made his name and that of the St. Louis club known from one end of the country to the other.

The club was reorganized in 1906 and took a new lease of life. That the members have the right idea of the benefits to be derived from cycling is evidenced by the following extract from their handbook:

"The chief pleasure which a bicycle affords is to be enjoyed by touring in congenial company, over good roads, through an unfamiliar country abounding in fine scenery or interesting historical associations."

This still holds good as it did at the time when on every furlong of the road



Annular ball bearings in bicycle crank hanger, showing method of protection against dust and moisture

a cyclist was to be seen. Solitary touring is attractive to some, but the ideal is undoubtedly a party of perhaps four, although two or three men, if equally inured to road riding, will get along without difficulty. If all are members of the same riding district, or a club like the St. L. C. C., the more the merrier should be the rule. The first consideration of the tourist, in fact of any road rider, should be the possession of high grade equipment in the way of a mount. The best that may be had is the cheapest in the end, and surely the safest. And this includes tires. Mail order and department store equipment has no business on the road—at least not under any rider of experience and sense. When it is considered that the very highest grades of bicycles are still manufactured and are about 50 per cent lower in price than they were at one time, and a very serviceable outfit will not cost, now, over forty or fifty dollars, it will be seen that this admonition is not unreasonable. The inexperienced rider who "would a touring go" with only a mail-order bicycle, will do best to lock his wheel in the cellar and start out on foot—he will get about as far.

The book contains pictures of the club on the roads, a list of officers from 1906 to 1914, the constitution and by-laws, cycling law and advice as to courtesy on the road, and a useful chapter on touring which contains good advice to every cyclist.

Two-Hour C. R. C. A. Team Race

In connection with the two-hour, two-man team race to be held on Thanksgiving Day, the entries received for same up to date show conclusively that the race, although open only to Association members, will be well patronized.

A set of six medals has been offered by the New York Division and the winning pair will each receive a gold medal, while second and third teams receive respectively silver and bronze medals.

Merchandise prizes will also be awarded to the teams following up, and the first ten teams to finish are practically certain of getting something for their trouble.

As a preliminary to this big race a short race for those who, so far this year did not win a prize, will be promoted, and this promises to bring out some new material.

Some of those who have already entered in the team race are Jensen of Inter-Club League fame, and the remainder of the Association team, Baker, J. Naphtal and Taub, as well as Welton, the unpaced one-hour record holder, and the following: Whiteman, Zemo, Steppello, Zarr, Segal, Boyes brothers, Palma, Thompson, Desimone, Max and Harry Naphtal, Glotzer, McEntee, Wollenschlager, Post, Piantedosi.

C. R. C. A. Members Are Hustling

As the year wanes members of the New York division of the Century Road Club Association are redoubling their efforts to secure new members. As a result of this it is expected that a record-breaking number of applications will be acted upon at the last meeting of the year. The standing in this competition, for which handsome gold, silver and bronze medals are to be awarded, is as follows:

First, Sylvain Segal; second, George Steppello; third, A. R. Jacobson; fourth, Jos. Naphtal.

German Riders In Benefit Meet

A racemeet for the benefit of the Red Cross was held at the Treptow track, near Berlin, Germany, Sunday, October 18. Stellbrink, who was Walter Rutt's partner in the last Berlin six-day race, won the 20-kilometre motor-paced event in 16 minutes 50 seconds. Pawke was second, Thomas third and Ryser, who had a narrow escape from Russia, finished fourth. Stellbrink also annexed the half-hour contest, covering 30 kilometers and 950 meters. Pawke, Thomas and Ryser finished as named. Jenske took two motor-paced races for second-class riders.

Watch For These Stolen Machines

P. J. Tuttle, of Cleveland, O., reports the theft of his 1914 two-speed twin Harley-Davidson, stolen from his garage on October 17th. The motor number is 6928-H.

Another thief has made away with a Harley-Davidson 1914 two-speed twin, motor number F. 13114. Notify W. F. Jones, Northport, N. Y.

Taub, who will enter C. R. C. A. team race

On November 13th the machine of Clifford A. Monto, 27 Saratoga street, Buffalo, N. Y., was stolen. It was a Harley-Davidson twin, 1913, motor number 3641-E.

Stolen at Chattanooga, Tenn., on afternoon of November 6th, a 1914 twin-cylinder Harley-Davidson, motor number 1766-EH. When last seen was carrying Chattanooga license No. 12193. Equipped with Prest-O-Lite tank and headlight. Rubber on left footboard slightly worn, one dent in frame under engine. Rim slightly bent in two places; carries Vacuum Cup tire on rear wheel, United States tire on front. The stolen machine is the property of W. E. Sutton, of Chattanooga. A $25 reward is being offered for the recovery of the machine. Any information leading to the recovery of this motorcycle is to be transmitted to Nick Bush, sheriff, Hamilton county, Tennessee.

A $25 reward is offered by Otto Oser for the recovery of his 1911 model Harley-Davidson, motor number 8263. There were no lights of any kind on the machine at the time it was stolen and the front fender had been bent. The machine was stolen on October 6th from Mr. Oser at Delphos, Kan.

A liberal reward is offered for the recovery of a two-speed Harley-Davidson twin, 1914 model, which was stolen from George Edelman, 143 Passaic street, Passaic, N. J. The motor number of the machine is 8242H. When last seen the equipment consisted of a 1914 Old Sol electric lighting outfit, tandem attachment and luggage carrier. Before taking the machine the thief detached the sidecar.

A liberal reward is offered by J. G. Barber, care Dempsey Hotel, Davenport, Ia., for the recovery or information leading to the recovery of his 1912 belt single, motor No. 762-A. The machine was equipped with a Jones short shaft speedometer on the right fork low down, Prest-O-Lite tank on top of the handlebars, headlight, police whistle on exhaust and a luggage carrier.

A reward of $25 is offered for the recovery of the 1914 single-cylinder chain-driven Excelsior motorcycle, No. 21,428, which was stolen from Charles Pester, 217 South Seventh street, Minneapolis, Minn. The machine was equipped with lamp and Prest-O-Lite tank.

A similar reward is offered for the recovery of the twin-cylinder Indian which was stolen from A. G. La Couture, 27 Bagley street, Pawtucket, R. I. The number of the machine is 79E771. When stolen it was equipped with Prest-O-Lite tank, front and rear lamps.

A Home-made Tire Pump and Vulcanizer

An Efficient Contrivance Every Motorcyclist May Make Out of His Motor Which Is Easily Carried

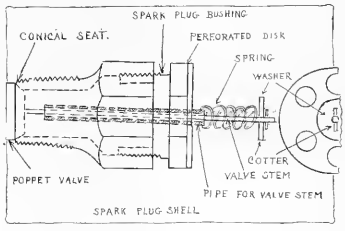
As was to be expected, I had not had my new machine very long before the puncture jinx overtook me, and while the first puncture caught me in a high state of unpreparedness, so to speak, it simply served to remind me that there were other things I needed to carry with me besides gasolene and oil and a tool or two. Caught without a pump and without the wherewithal to repair the tube, I had no other course open than to push the heavy machine half a mile or so to the nearest garage, where the tube was patched and inflated.

A Home-Made Automatic Pump

I am now prepared for punctures, however. I have an automatic pump, which means that the tire will be inflated to just the right pressure without labor on my part and in a minimum of time, and I have a vulcanizer for putting a "regular" patch on any ruptured part of the tube. Both are home-made.

It occurred to me that with a two-cylinder motor, it might be possible to convert one or the other of the cylinders into a pump for inflating the tire, the other cylinder supplying the power to drive the pump. Two difficulties at first presented themselves. In the first place it would never do to force the mixture of gasolene and air into the tire, for the fuel would soon rot the tube and no doubt the casing itself in time. It was necessary, therefore, to shut off the passage from the carburetter to the cylinder to be used as a pump and also to provide an inlet for pure air to be injected into the tire. After quite a little thought on the matter the problem was solved in the following manner: The front cylinder was used as the pump for the reason that it gets less oil than the rear one and is therefore less liable to pump the lubricant into the tire. As for turning off the mixture, that was solved by simply removing the tappet rod from the inlet valve so that the valve remained seated at all times, effectively blocking the ingress of the fuel mixture.

No spark being necessary in the pump cylinder, the plug was replaced by an automatic inlet valve to permit air to enter the cylinder but prevent its escape. The inlet valve was constructed from the parts of an old spark plug. The shell was taken and in the end which entered the cylinder a conical seat was roughly formed by filing. A puppet valve, turned to seat in the end of the shell, was made of a piece of round stock brass and provided with a long stem of the same metal. Across the top of the brass bushing which held the porcelain in place of the plug, a disk of brass was soldered, into



The old spark plug used as air inlet

which, at the midpoint, was soldered a length of brass tubing of such diameter that the valve stem would just pass through it freely. The tubing acted as a valve guide. The disk was perforated with a number of holes to permit the free passage of the air. The valve was assembled as shown by the accompanying sketch, and a light spring slipped over the end of the stem and held in place with a washer and cotter; this, of course, was sufficient to return the valve to its seat. After it was assembled the valve was ground to a perfect fit with its seat with valve grinding compound.

Good Compression Obtained

The second consideration had to do with the amount of compression of the motor. I thought, perhaps, that the compression would not reach the 40 pounds required by the tires, but found on testing it with a gauge improvised from a tire guage that it was nearer 60 pounds and therefore enough and to spare. The rest of the job was easy. I simply procured a long length of air hose fitted with a chock and air guage at one end, and with a union at the other. The union was of a size to fit the thread on a cock, which I put in place of the priming cock, and the job was done.

I have tried this device out several times and it works to a charm. With the motor running at moderate speed, the tire is inflated in less than five minutes to full pressure, and with pure air. The automatic valve and the air hose are carried in the tool box, and when it is necessary to inflate the tire it is the work of but a moment to put them in position and remove the tappet rod. The pump is effective, of course, only on every alternate stroke, because the exhaust valve opens in the meantime, but it is effective just the same. When it becomes necessary to inflate the rear tire I start the engine in the usual way, the rear wheel being in place and the air hose disconnected. With the motor going, I declutch, brake the rear wheel and apply the chock to the tire valve.

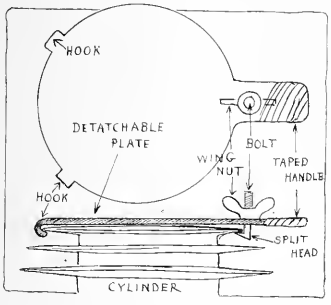
Cylinder Heat Vulcanizes Tire

While tire patches are very good and have saved many a situation, unless the application is very carefully made they are apt to work off; even with the best of workmanship the heat and friction will pull the patch off in time. With a vulcanized repair, however, such a mishap cannot occur. The only trouble with a vulcanizer is the difficulty of carrying it in the limited space provided for carrying tools and spares on a motorcycle. Even the smaller vulcanizers are inconvenient to carry.

Again I resorted to my motor as a solution of the problem of vulcanizing my tires. The cylinder gets hot, I reasoned, and this heat could be applied to repairing the tubes as well as not. Of course, with some motors this would not seem possible because of constructional difficulties, but the top of my cylinders are perfectly plain plates with the exception of a screw plug in the middle which closes the hole through which the boring bar entered when the cylinder was bored. Nothing could be simpler than to cut off the top of the screw plug with a hack saw and file down the stub, making the top of the cylinder a perfectly plain flat circular disk just about the size of the vulcanizing surface on one of the portable instruments.

The next thing was to form a second plate of a piece of wrought iron boiler plate 3/16ths of an inch in thickness, to clamp down on the top of the cylinder, applying the correct pressure to the tube when it is in place. This clamp plate

was formed with a couple of hooks on one end designed to hook under the cooling flange, and with a handle-like projection at the other around which some tape was wound so that it could be handled without risk of being burned. For a clamp screw, a bolt with a wing nut was utilized, half the head being sawed off; the stem was put through a hole in the plate drilled in such a position that when the hooks on the other end were in position under the cooling flange the hole was just adjacent the edge of the top of the cylinder. With the bolt turned so that the missing portion of the head faced the cylinder, it is easily to be seen that the plate could be put on or taken off without interference, but with the head turned the opposite way the shoulder projected under the cooling



View of plate used as vulcanizer

flange holding the two plates together; the pressure could be altered at will with the aid of the wing nut.

How the Vulcanizer Works

This is my vulcanizer. To use it, I prepare the tube for vulcanizing in the usual manner, then lay it down on top of the cylinder with the patch facing down. The clamp then is placed in position and the pressure regulated to just the right degree. The motor then is started and the cylinder heated. This, of course, needs care so that the tube will not be overheated and burned. I experimented on old pieces of tubing several times before I managed to run the motor at just the proper speed and for just the proper length of time to complete the job in good shape. It takes about 20 minutes with the motor running at about three-quarter speed on the machine that I own.

With this vulcanizer care must be exercised to wipe the last trace of road grit and grease from the top of the cylinder before placing the tube in position and then to keep the overhanging portion of the tube from contact with the greasy and heated portions of the motor while the job is in progress.

As I have fitted my vulcanizer out on my rear cylinder, in case of a puncture I can put my spare tube in the affected wire, prepare the ruptured one for vulcanization, connect my air pipe to the tire, start the motor, and pump up the tube and vulcanize the repair at the same time and on the same gasolene. Of course the tire is inflated long before the tube is patched.

HOW TWO PERSONS CAN OWN A MOTORCYCLE

The price is the only thing that prevents many would-be riders from enjoying the delights of motorcycling. Sales by the deferred payment plan offer one solution, but involve a certain element of risk to the dealer. But the sale of a motorcycle to two riders, whose individual means are too limited for the purchase of separate machines, is without risk to the dealer and has many advantages for the riders. It always creates two riders and boosters for the sport of motorcycling, where none might otherwise exist. Then, when one of the riders saves enough money to purchase the other's share, the other rider is also likely to purchase a new motorcycle.

In forming a partnership of this kind, the most important thing is the selection of suitable partners. There are a number of small incidentals in the dual ownership that may cause friction if the partners are not inclined to meet each other half way. Of almost equal importance is the selection of a suitable mount. It should be reliable and so simple of operation as not to be liable to injury by unskilled riding. The tires should be large in proportion to the weight of the motorcycle, so they will not be injured by stone bruises which are difficult to trace to the rider causing them. It is also preferable to keep the cost as low as possible, to decrease the strain on the pocketbooks of the owners.

It is well to make a written agreement for one year and to provide for one rider buying the other's share at the end of that time. The cost of a good twin will be about $225, and at the end of a year it can be sold for about $150, thus causing a depreciation of $75. This makes the cost to each rider about 75 cents per week for the pleasure of owning a motorcycle.

The depreciation should be charged to each rider in the following manner: Each rider is charged a fixed sum of $15, whether he uses the motorcycle or not. In this way, if one of the owners does not run the motorcycle at all, he still paye a moderate sum for keeping it out of use half of the time. A motorcycle that is not used at all still depreciates to a certain extent. Then the remaining $45 is charged to each rider in the proportion to the mileage which he rides the machine. If one of the riders runs the motorcycle 4,000 miles during the year the the other only goes 2,000 miles, then the first rider will have to pay $30 depreciation in addition to the $15, while the other rider will only have to pay $15 in addition to his initial charge of $15. If it is desired to break up the partnership before the end of the year, the depreciation could be figured at the rate of 25 cents a day.

The wear and tear on the tires should be charged to each owner in proportion to the mileage. It might be thought that bad cuts or blow-outs should be charged to the one riding the motorcycle at the time, but this arrangement has been found unnecessary in practice.

Repairs due to breakage or accidents should be charged to the rider who is using the motorcycle at the time, unless, upon inspection, it is found that the fracture had been going on for some time. Repairs due to wear should be charged to each owner in proportion to the mileage each has ridden. If one of the owners agrees to make all ordinary repairs and adjustments he could be given the use of the motorcycle four days out of the seven each week.

The cost of oil is small and it can be divided equally, if desired, or in proportion to the mileage. The cost of gasolene should be divided in proportion to the distance covered by each rider. A standard rate of, say 15 cents per gallon, can be charged to the machine, and if the rider pays more the difference will come out of his own pocket.

If each rider marks his speedometer mileage at the beginning and the end of the day in the log book, it will furnish a double check and prevent errors if one of the riders should happen to forget to mark down the distance.

Dec.	Speedometer Record	Day	Chains	Gas Gal.	Oil Qt.	Users
1	2850—2911	61	8			M. F.
2	2911—2969	58		2	1	M. F.
3	2969—3007	38	3	1		M. F.
4	3007—3048	41			1	D. X.
5	3048—3106	54		1		D. X.

Elections of the Atlantic City Club

The members of the Atlantic City Motorcycle Club have decided on the men to hold official positions for this season. William Shannon will hold down the president's chair, while William Hardin will handle the correspondence, and D. C. Frease will be the treasurer of the club.

Dealers, Record Your Sales!

What percentage of the prospects that your salesmen call on do they sell? Do you know?

Record their calls—compare them with the sales made. Learn from the facts why one salesman is doing better work than another. You will find much food for thought in what you learn and you will be glad that you started this sort of analysis. It will help you build up the weak salesman—and increase the efficiency of the good one.

Do you sell new machines to those who bought of you last year or the year before? Ascertain by checking up the records what part or percentage of your present season's sales come from those who have been your customers before. It is vitally important to know this. It may help you in many directions. If you are selling entirely to new customers find out why. If you are selling a large proportion of the old ones—and not so frequently to entirely new customers, find out why.

If you sell more machines at wholesale and fewer models at retail than you did last year, know why. Or if the reverse is true it is equally important to know why. Don't be satisfied with knowing that you did a good business or a fair business—know why and how it happened.

The way to succeed is to build your business on known facts and not to go ahead blindly.

Wheelmen Take Machines Indoors

With the outdoor interclub cycling season closed, the New Century Wheelmen of California have set dates for their winter season. The New Centurys finished the season in good form, although not winning a majority of the team races, but their riders playing a winning part in most all the open, scratch and handicap races.

The dates are as follows: Five-night club roller handicap at club rooms on December 1, 3, 8, 10 and 12, each rider going two miles each night, with sealed handicaps.

Five-mile club handicap at stadium, Sunday, December 21.

Fillmore street hill climb on New Year's Day, January 1, 1915.

Hare and Hounds C. R. C. A. Race

The Century Road Club of America, New York Division, held their annual hare and hound chase at Manhasset, L. I., on the 22nd inst. Twenty-eight bicycle riders participated in this event, being separated into two divisions.

Trailing in the dust is no fun!

Sanborn Leads Baltimore Club.

With three short sprints and a hill climb, the Crescent B. C., Baltimore, Md., will wind up its championship series for this year. Frederick M. Sanborn still holds the lead, although Welby M. Sherman is pushing him hard and may yet win out. Sanborn was forced to lay down a new record in the 100-mile race, beating the figures of Samuel Eby last year by 12 minutes, his time being 6:08. For this feat he will be given a special medal. The standing in the race follows: F. M. Sanborn, 27 points; Welby Sherman, 17; L. M. Sanborn, 16; William T. Wright, 6; I. M. Zeskind, 4; Emory Anderson, 4; Albert Pridgeon, 2; J. Fred Huber, 1.

Watch Your Lights, Bicyclists

The claim of autoists that the slow-moving and noiseless bicycle is one of the worst obstacles to night riding has a lot of justice in it. The front lamps of the single-trackers often shed so slight a light that it cannot be seen from behind at any distance.

A rear light costs only a few cents and it is a wonderful assistance to other drivers as well as a safeguard for the bicyclist. You riders, help along the "Safety First" stuff by getting a rear light and enjoy that comfortable feeling during night riding.

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Heavily Advertised

Take advantage of the big advertising campaign on Neverleak Tire Fluid. It is sending thousands of riders into stores and repair shops looking for the genuine Neverleak in the green, white and yellow tubes, that retail for 25c.

You make a splendid profit on Neverleak and get valuable premiums in addition. Write for further information at once.

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Require No Batteries or Wiring Which is a Continuous Expense First Cost Covers All

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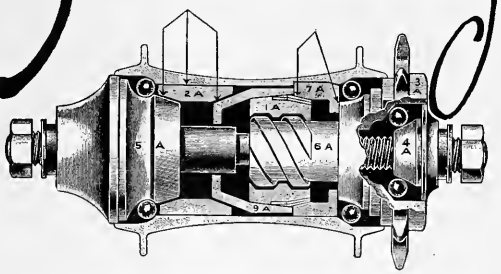

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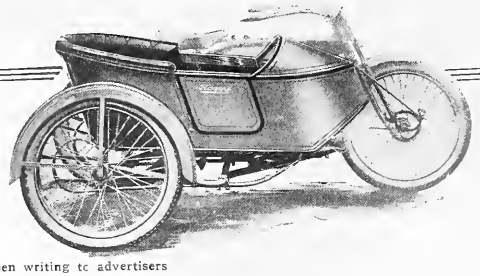

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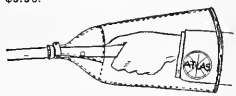

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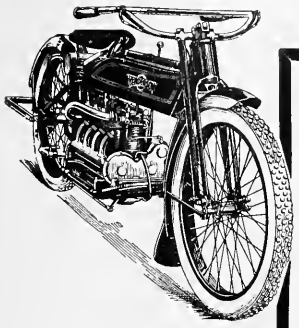

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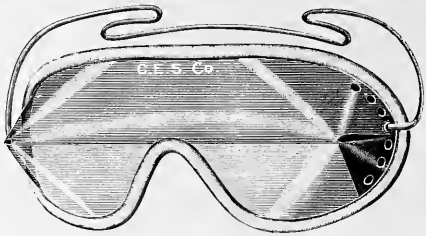

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100	"	"	"	3.00 to 5.00	"	4.50	" "

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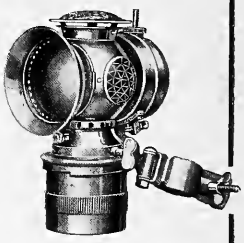

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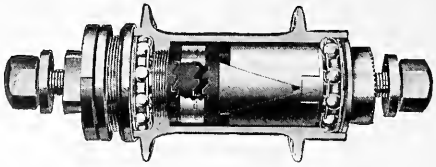

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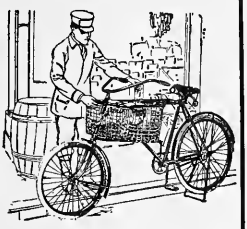

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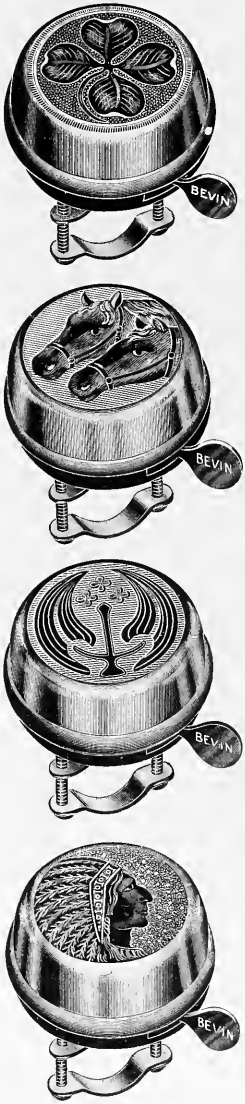

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Non-Skid and Corrugated Tread

Firestone Tire and Rubber Company, Akron, Ohio

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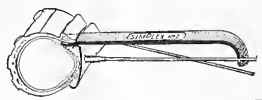

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OUR specialty is parts: for Thor, Merkel, Indian, M-M, F-N, Curtiss, Marvel, R-S and Royal Pioneer motorcycles, all coaster brakes and Eclipse clutches. Ours is the best motorcycle garage and repair shop. We oxi-weld crankcases, cylinders, etc. 40 used machines on hand, $25 up. NEW YORK MOTORCYCLE CO., INC., 1777 Broadway, New York, N. Y., 4th floor.

FOR SALE—One 1914 7 H.P. two-speed electric equipped Indian and Indian sidecar, perfect condition; $200 for motorcycle, $50 for sidecar. $25 down, balance C. O. D. KARL OAKS, Oshkosh, Wis.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

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The remarkably low prices of the R-S was the sensation of the Chicago Show. Compare them with all others and write for our selling proposition.

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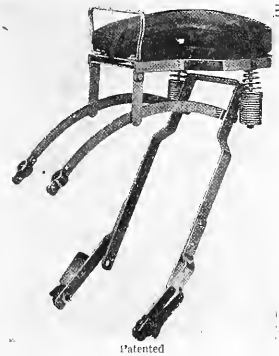

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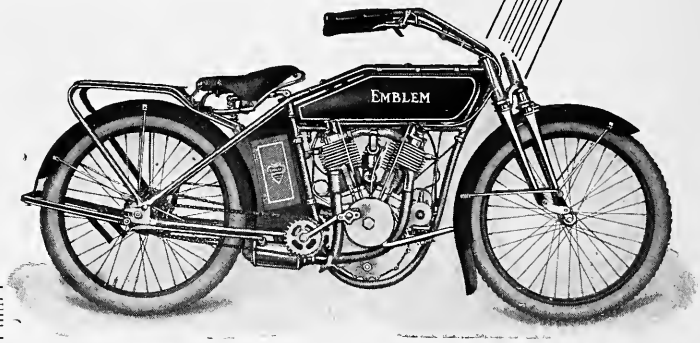
compares with the ordinary motorcycle in somewhat the same way as a carefully tailored suit compares with ordinary ready-made clothes.

When you uncrate your EMBLEM you have received a distinguished addition into your family: the motorcycle De Luxe. When you lead your EMBLEM out for a ride you have the superlative satisfaction of knowing that nothing you will meet anywhere can have anything on your machine for speed, power, endurance and form.



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Why The Morrow Coaster Brake?

There Are Three Essential Features in the Construction of a Coaster Brake.

1st. A Reliable Brake
2nd. A Positive Forward Drive
3rd. A Free Coaster

The superiority of the Morrow Brake on all three of these points is readily admitted upon an inspection of the mechanical construction.

1st. THE MORROW COASTER BRAKE provides the largest and most efficient braking surface of any Brake made. The interior expanding sleeve of spring steel, with a bronze lining, being equally expanded from both ends along the entire center of the hub shell, insures an even pull on every spoke when pressure is applied and brings the bicycle under control in a smooth, positive manner. There are no loose spokes in Morrow built wheels for the side pull has been eliminated.

2nd. The mechanical principle involved in the Morrow forward drive is the simple "screw and wedge." The drivers consist of a clutch ring divided into halves, the two opposite pair of ends being tapered which allows the wedge shaped portion of an expanding nut to force these rings apart, thereby giving a positive grip against the inner surface of a reinforced hub shell and directly under the driving sprocket.

3rd. One of the most common sports among cyclists is the "Coasting Test" and in this particular the MORROW running frictionless and noiseless on twenty-four one-quarter inch balls will most readily prove its superiority. (Try it and see.)

When a MORROW COASTER BRAKE is sold, it stays sold. You don't have to nurse it constantly to keep it going. It will work under every condition of use, abuse, or neglect. (Just oil it twice a year.)

It is far better to sell a Morrow Coaster Brake that will give you and your customer no trouble than selling a more widely advertised brake that is a constant annoyance to both. Haven't you wasted enough original profit in all these years to warrant your getting in right for 1915?

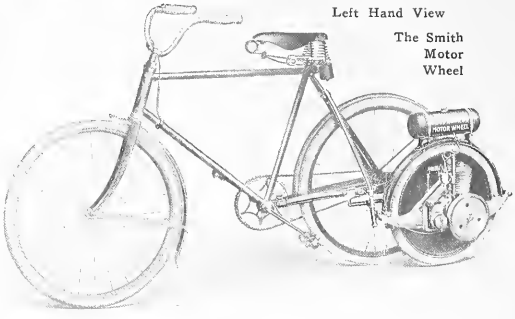
Built by the

ECLIPSE MACHINE CO., Elmira, N. Y.

Licensed Coaster Brake Manufacturers

Mr. Dealer:

ILLUSTRATED on this page is the long-looked-for invention which will lift the bicycle industry out of the rut and revive bicycling as a sport and a means of outdoor recreation to an extent far surpassing the craze of a decade or more ago.



Left Hand View
The Smith Motor Wheel

This wonderful invention is the

Smith
MOTOR WHEEL
"The Bicycle Booster"

a vibrationless, cleanly appliance which can be attached to or detached from any coaster brake bicycle in a few moments, develops a speed of 20 miles per hour, weighs less than 50 pounds and sells at a price that places it within the reach of almost everyone.

Already more than one thousand dealers have asked for a proposition and territory is being covered just as fast as we can investigate the responsibility of those who have applied. We want more dealers of the right kind.

We will be glad to have dealer applicants mention what makes of Bicycles and Motorcycles they are handling and approximate volume of business done.

The Smith Motor Wheel is fully protected by U. S. and foreign patents.

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MOTOR WHEEL DEPARTMENT "H"

A. O. SMITH COMPANY

Sole Manufacturers and Distributors

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The Bicycling World and Motorcycle Review

Founded 1877

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1907 Mechanically Operated Valves.

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1909 Two Speed Transmission on Counter Shaft. Band Brake.

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1912 Kick Starter.

1913 Cradle Spring Frame.

1914 Electric Equipment. Electric Starter.

1915 Lightweight Twin Motocycle with Multi-Speed Transmission. Little Twin Motor. Neutral Countershaft. Chrome Vanadium Steel Frame. Three Speed Transmission.

The Greatest Line of Motocycles in Money Values and Quality Ever Presented to the Dealers—Write Now for Special Dealers Catalog.

HENDEE MANUFACTURING CO., Springfield, Mass.

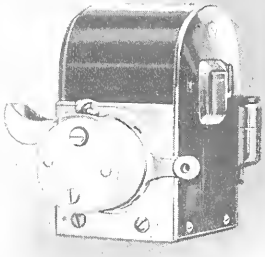
(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS:

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

OWING to its utter simplicity of construction, every motorcyclist—every non-mechanical layman for that matter—instantly becomes a magneto expert for all practical purposes, when he possesses a DIXIE MAGNETO.

All the mysteries and complications of customary magneto practice, have been swept away by the new instrument of the Splitdorf Electrical Company. The simplicity of the DIXIE has taken the motorcycling engineering world by storm—the user will find the DIXIE even more simple than his A. B. C.

It's all as plain as day—every man is his own mechanic with a DIXIE, and an ordinary 10 cent screw driver is the only tool necessary to pull it apart or put it together again, and, what is even more important, he ***can't*** make a mistake in doing the job.

Special features of construction make the DIXIE almost unbelievably simple not only in handling but in operation, and its effectiveness is vouched for by the undisputed fact that the manufacturers are keen to secure DIXIE EQUIPMENT.

You can get acquainted with the DIXIE MAGNETO in detail, by calling or writing in for an illustrated booklet, freely given for the asking.

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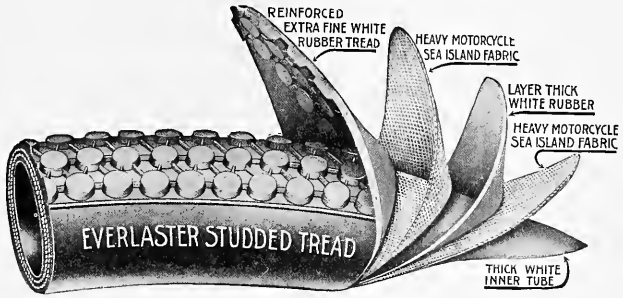

Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

In a blaze of glory the al
the 1914 racing season
performance of speed k
ning the se

Savannah's 303 Mile C

at an Average Speed of 61 Mi
Time for a Road Race, Time

This means that a speed of over 75 miles pe
time at the pits. Lee Taylor, the winner, pilote
Indian in a terrific burst of speed over the tap
of the Indian, **PROVING THAT THE INDIAN IS THE**
consistent winning of 99% of all the long distan

the year 1914 is a guarantee to you
motocycle that is best by test. Speed
while pinning to your mount.

Hendee Manufacturing

(Largest Motorcycle Ma

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conquering Indian closed
ith the most wonderful
wn to motorcycling win-
on's classic—

and Prize Road Race

per Hour, the World's Record
lours, 2 Minutes, 32 Seconds

our was maintained in order to offset lapse of
is **SPEEDWAY** (Dixie magneto equipped) stock
monstrating the absolute reliability and speed
MOTOCYCLE WORTHY OF YOUR CONSIDERATION. The
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Company, Springfield, Mass.

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WE MANUFACTURE BOTH STYLES

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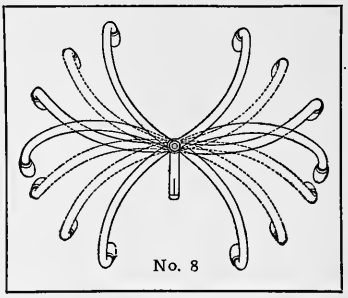

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Holder of the Elliott Cresson
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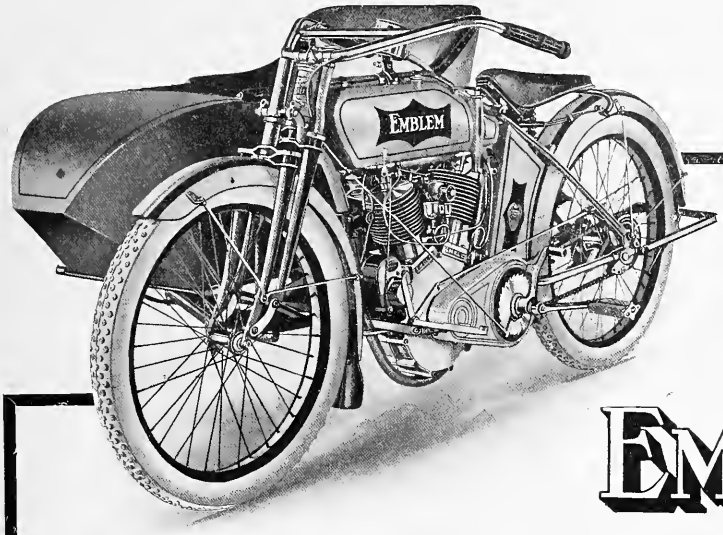

Do Your Own Thinking

about what constitutes motorcycle quality for you. It may be form, power, speed, endurance; it may be a combination of all these things.

EMBLEM 1915

is a well-thought-out machine designed and built for discriminating riders. Into it we have put every practical feature of value, as a matter of course (this is the new season's EMBLEM). Then on top of that we have added supreme individuality; the unique EMBLEM excellence. **We are not "knocking" other machines,** but we are shouting for "EMBLEM" because we know. If you are thinking motorcycle, the next step is to send for our catalog.

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For California, John T. Bill & Co., Los Angeles. For Oregon, Washington and Idaho, Ballou & Wright, Portland, Ore., and Seattle, Wash. For the South, Henry Keidel & Co., Baltimore, Md.

EMBLEM MANUFACTURING CO.
Angola, Erie County, N. Y.

Model 110, Big Twin, 10 H. P. $250
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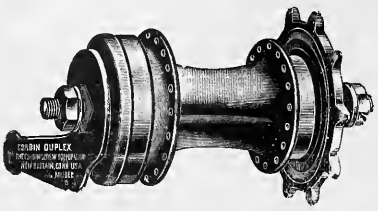
There Never Was a Catalog Like This

IT is the most important we ever issued and contains the announcement of radical changes in New Departures that every live man in the trade wants to know about. A copy has been mailed to every dealer on our list. If you do not get yours promptly, drop us a post card and ask for it. We will send it by return mail. : : : : : : : : : : : : :

THE NEW DEPARTURE MFG. CO.
Bristol, Connecticut



The fact that a large majority of bicyclists everywhere equip their wheels with

CORBIN

DUPLEX
Coaster Brakes

is sufficient evidence of their widespread popularity.

This pronounced preference on the part of riders may be attributed to these reasons:

The Corbin Duplex Coaster Brake, by utilizing the maximum of brake surface, not only raises its resisting power to the highest point, but also enables the rider to limit and control the speed of his wheel with the utmost ease and convenience.

The Corbin Duplex Coaster Brake, by utilizing larger ball bearings throughout not only minimizes friction and increases durability but also achieves the maximum of smooth, easy, positive action.

The Corbin Duplex Coaster Brake, being constructed on the free wheel principle, not only conserves the rider's strength, but also increases the comfort and safety of bicycling by allowing the feet to remain at rest when coasting or at other times when brake is not in service.

The Corbin Duplex Coaster Brake, by carrying with it a guarantee covering a period of twelve months from date of sale, not only protects the rider from waste of time and money, but also assures him absolute satisfaction.

Specify the Corbin Brake for your new bicycle.
Equip your present wheel with one.

Write today for catalog

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Makers of Corbin-Brown Speedometers and Automatic Screw Machine Parts.

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THE AMERICAN HARDWARE CORPORATION, Successors
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia

The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX New York, December 1, 1914 No. 11

Taylor Wins—and Seven Break Record

Savannah Classic Goes to Indian Rider in Sensational Finish—Wolters and Janke Take Second and Third Respectively

Lee Taylor, of Middletown, O., won the 300-mile motorcycle race in Savannah on Thanksgiving Day on an Indian machine equipped with a Splitdorf Dixie Magneto, in 5 hours, 2 minutes and 32 seconds, establishing a new record, Joe Wolters second, on a Bosch equipped Excelsior, in 5 hours, 13 minutes, 47 seconds, and I. Janke, on a Bosch equipped Harley-Davidson, third, in 5 hours, 15 minutes, 22 seconds. All three, as well as the fourth, fifth, sixth and seventh men breaking the record of last year, which was 5 hours, 22 minutes.

A glorious race, courageously run and honestly won.

The story of the race must start with the telling of what the Savannah Motorcycle Club did. How this club, under the presidency of W. C. Carraway and Executive Chairman O. A. Meyer, went ahead without any prospect of gain or profit, with no grandstand for which to sell tickets, and with the support of only a small number of manufacturers. The funds were secured locally. An act of the legislature was secured in order to close the roads during the race, so that when time was called and the race started it was after weeks and months of preparation by the club.

The city itself in recognition of the event was decorated with bunting, and an interesting note in the decorations was the flag of the Confederate States, which was conspicuously used.

The weather for the day preceding the race was cool but windy, and the riders complained of the dust, but as the morning of the race drew near the wind moderated and the full meaning of "The Sunny South" was appreciated. When the race was called weather conditions were absolutely ideal—a heavy frost rapidly melting before a summer sun.

During the week preceding the race open house was kept by the motorcycle club and all visitors made at home.

The telephone wires that formerly connected the various portions of the course

The Week's News : : at a Glance : :

Taylor Takes Savannah Race
Lincoln Highway Officials Re-elected
Metropolitan Riders Receive Prizes
Coffman Appoints Numerous State Commissioners
U. S. Motorcycle Exports to England Growing in Spite of War
First Thanksgiving Day Run of Providence Club
Hoosier State Holds Endurance Run

SPECIAL FEATURES

Looking at the Motor Vehicle in War-Stricken Europe
What Walter Goerke Thinks of Racing and Sales
Adventures of John Prospect

with the judges had been removed and news of happenings in distant parts of the course was depednent upon four traveling referees.

The F. A. M. was active in the person of Competition Committee Chairman Donovan, who arrived early in the week and worked hard every minute to see that no possible cause of contention should arise and that the race should proceed in strict conformity with the competition rules of the governing body.

Mr. Donovan certainly took every precaution, even to satisfying himself that unknown riders were capable and that equipment of brakes was efficient.

The F. A. M. and the entire motorcycle fraternity should be proud of having such an official, whose principle is "Safety First" and who believes that the little finger of a rider is of more importance than the largest trophy, and if the injunctions urged upon the riders by Donovan had been heeded the story of the race would not have a single dark spot in it.

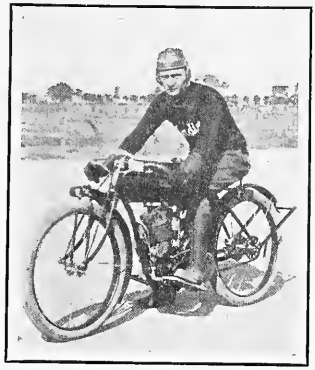
Course Groomed for Event

The Chatham County Roads Commissioners were busy in making two new cut-offs and banking them as curves, and after the first day's practice disclosed an abnormal number of dogs on the route the county police, mounted on their regular Harley-Davidson machines, went out and shot all they could find loose. Statistics as to the mortality of "houn's" are not available but the possoms and the coons of Chatham county are thankful for the motorcycle race.

The drawing for numbers took place at the Savannah Motorcycle Club on Tuesday evening and it was decided to start the contestants in groups of five, according to numbers. Great interest was shown by the riders concerning those against whom they would be pitted in the initial dash. The following evening, Wednesday, a meeting was called to discuss the governing rules. C. J. O'Neil, the referee, called the meeting to order and asked Mr. Donovan to sit at his right hand to interpret the rules. The keynote of this meeting was how to best insure the safety of the riders, as Referee O'Neill epigramatically put it, "Safety first, and the winner of the first prize, second."

Attention was called to the change in the signal colors; red to be danger and yellow clear road. This reverses last year's practice but is more in accord with the universal association of red and danger.

A brake test was ordered for 8:30 Thursday. Rule 12, covering passing on



Lee Taylor, winner

curves, was stricken out. It was decided that unlimited mechanics be permitted at the pits, that protests would be considered for two hours after the race was declared over. As no one could suggest any means whereby an approaching rider could give warning louder than his exhaust, the rule requiring warning was considered a dead letter.

Gardner and Brier in Smash

It was decided to start the race in six bunches of five riders and one of three. A dead start was decided upon with pushers permitted to operate in a space of 120 feet from start to foul line.

A checked flag means one more lap to ride and a white flag with black center indicates the finish, after which it is desired that the contestants ride another lap so as to get out of the way of riders following. Each man is allowed two helpers except in emergency.

On account of the unprotected condition of the track during practice several unfortunate accidents occurred; the

Donovan, F. A. M. representative

most serious of these happened on the preceding Saturday, when "Mud" Gardner struck a dog and Bill Brier and Al. Stratton piled on top of him.

Poor Brier went to the hospital with a crippled hand and a skull that had to be trephinned, and Gardner, although he fought hard to be permitted to ride, was wisely ruled out by Chairman Donovan. Everyone admired "Mud's" pluck in wanting to ride, but there were many expressions of satisfaction when the surgeon advised against it.

Then Bert Camplejohn wanted to see whether he could cut an automobile in two and very nearly did it. Fortunately he escaped serious injury, but what he did get was sufficient to keep him out.

The riders that drew their numbers were:

No.	Rider and Machine	Home
1	Joe Wolters, Excelsior	Chicago
2	E. L. Wilcox, Indian	Atlanta
3	Z. D. Kelly, Harley-Dav.	Savannah
4	Don Pope, Indian	Boston
5	H. T. Glenn, Indian	Atlanta
6	M. Gregory, Indian	Norfolk, Va.
7	D. Downing, Indian	Savannah
8	J. Cafiero, Excelsior	Savannah
9	Al Stratton, Harley-Dav.	Milwaukee
10	Don Klark, Indian	Detroit
11	E. G. Baker, Indian	Phoenix, Ariz.
12	M. Schroder, Harley-Dav.	Savannah
13	L. G. Buckner, Excelsior	Savannah
14	J. Yerkes, Harley-Dav.	Jacksonville
15	C. F. Pineau, Merkel	Williamsport
16	Gray Sloop, Harley-Dav.	Mooresville
17	H. Kuck, Indian	Savannah
18	A. Chapple, Merkel	New York
19	K. H. Verrill, Indian	Chicago
20	I. Janke, Harley-Dav.	Milwaukee
21	Edw. French, Harley-Dav.	Hoquiam
22	Frank Laird, Merkel	Savannah
23	L. S. Taylor, Indian	Middletown
24	B. Perry, Excelsior	Joliet
25	G. R. Boyd, Indian	Denver
26	Wm. Armstrong, Indian	Phila.
27	J. Montmollin, Excelsior	Macon
28	F. G. Smith, Excelsior	Boston
29	Ray Weishaar, Harley-Dav.	Wichita
30	Speck Warner, Indian	Ellsworth
31	Maldwyn Jones, Merkel	Lebanon
32	Geo. Sorenson, Thor	Beacon
33	G. F. Goudy, Excelsior	Fairbury

The complete list of officials was announced as follows:

Chairman of the Contest Committee—J. S. Cafiero.

Referee—C. J. O'Neil.

Assistant Referee—J. L. Donovan.

Clerk of Course—George Porter.

Chief Flagman—E. E. Jones.

Announcer—Louis Cafiero.

Starter—O. A. Meyer.

Assistant Starter—W. C. Carraway.

(Continued on page 17)

FARGO SAYS TRADE IS BOOMING IN WEST

Sales Manager of the Henderson Motorcycle Co. States That Business is Good in Middle West—Large Demand for Hendersons, Especially in St. Paul

Returning to the factory chock full of optimism generated largely by a well-filled order book, Hugh A. Fargo, sales manager of the Henderson Motorcycle Co., of Detroit, says: "Speaking from personal observation and experience there is no business depression or lack of money in the Middle West. I confidently prophesy that the season of 1915 in this part of the country is going to be excellent for the motorcycle industry and I can't see why the Middle West should be different from the rest of the United States."

Telling in detail of his trip, Fargo stated that while in St. Louis, Mo., he had placed the Henderson agency for that city and considerable outlying territory with the Knight Mercantile Co., 1131 Olive street. John S. Ellis, 1125 Salisbury street, had been appointed subagent in North St. Louis. As an evidence of the motorcycle activity in the city Fargo found on his return to the factory that within two weeks after receiving the demonstrating machine the Knight company had booked several orders for spring delivery and one order for immediate delivery.

"St. Paul is truly an enthusiastic Henderson city," says Fargo, "and while I was there on November 13th the talk of both the riders and the trade was of the exceptional showing made by a Henderson and sidecar in a hill climb which had taken place the previous Sunday. The occasion of the comment was the fact that the Henderson with sidecar and passenger made the ascent in the same time as the fastest of the other machines carrying tandem passengers.

"In St. Paul the Auto Cycle Co., 518 St. Peters street, which handled the Henderson and two other makes in 1914, will devote its energies exclusively to Hendersons next season.

"The Milwaukee Cycle Supply & Sales Co., located at North avenue and Seventh street in the Wisconsin city of that name, will continue as distributers throughout the state. The concern has appointed a number of agents and subagents, which will give the four-cylinder machine a fine representation in the different towns scattered through the Badger State."

Hand Horn Patent Sustained

A new factor was injected into the present patent litigation on hand-operated horns when the Board of Appeals in the Patent Office in Washington on November 14 affirmed a decision made by the patent examiner that Emanuel Aufiero is entitled to his claims on the flywheel construction in hand-operated horns and that G. F. Long, who was granted a patent on this construction, is not. Aufiero is connected with the engineering department of the Automobile Supply Mfg. Co., Brooklyn, N. Y., to which company his patents belong. According to Patent Office procedure, Mr. Long has until December 4 to take an appeal to the Commissioner of Patents in the case.

The flywheel construction in hand-operated horns refers to the use of a heavy flywheel which is set in motion when the horn handle is operated. Once this flywheel is rotating it will continue for some time, due to its weight. The rotation of the flywheel accomplishes the vibration of the diaphragm.

In the present case Long was granted a patent, No. 1,090,080, last March, embodying this form of construction, but it now appears that the patent examiner has ruled that Aufiero's claims are valid and not Long's. Long's patent is assigned to the Gottfried Piel Co.

Reelect Lincoln Highway Officials

At the annual election of officers of the Lincoln Highway Association all the present office holders were reelected. These are: Henry B. Joy, president of the Packard Motor Car Co., president; Carl G. Fisher, president Prest-O-Lite Co., Indianapolis, Ind., vice-president; A. R. Pardington, vice-president and secretary; Roy D. Chapin, president Hudson Motor Car Co., vice-president; Emory W. Clark, president First and Old Detroit National Bank, treasurer. The directors reelected are the officers and F. A. Seiberling, president Goodyear Tire & Rubber Co.; Russell A. Alger, John N. Willys, president Willys-Overland Co.; Paul H. Deming, vice-president American State Bank; A. Y. Gowen, president Cleveland Builders Supply Co.; Hon. Albert J. Beveridge, Indianapolis, Ind., and W. F. Coan, a banker in Clinton, Ia., who is a new director and who was also elected a vice-president.

F. A. M. Data Sent To Manufacturers

President Coffman is sending out to the manufacturers envelopes containing some of the new F. A. M. material.

These are to be placed in the tool boxes of new machines as they leave the factory. This scheme, originated by ex-Membership Chairman Estabrook, is expected to prove advantageous to the national organization as well as to the purchasers of machines.

Ask Uncle Sam for Roads

Demands for Federal aid in road building were made at the Fourth American Road Congress in Atlanta, Ga. It was proposed that whatever funds are appropriated be placed in the hands of a commission and that definite sections be constructed; it was urged that the money be not spread over a too extensive area.

At the meeting the state highway officials in attendance formed a national association which will meet in Washington December 12 and draft a Federal good roads bill. The American Highway Association, which, with the A. A. A., forms the American Road Congress, nominated officers who later will be formally chosen. They are:

President, Fairfax Harrison, Virginia, president of the Southern Railroad; vice-president, Logan Waller Page, Washington, D. C.; treasurer, Lee McClung, Washington, D. C., former treasurer of the United States. The following directors were nominated for three years: A. G. Batchelder, New Jersey; Bryan Lathrop, Illinois; Leonard Tufts, South Carolina; W. Tow Winn, Georgia; C. E. Blaney, California; W. D. Sohier, Massachusetts, and S. E. Bradt, Illinois.

Two More Clubs Affiliated

The Charleston (South Carolina) Motorcycle Club has recently been added to the list of clubs belonging to the national organization. It is No. 497, and E. A. Pfachler, secretary is located at 230 King street. Twenty-four members belong to the club and all have joined.

The Milwaukee Motorcycle Club has added its name to the list of clubs affiliated with the F. A. M. and has received number 498. The secretary is Clarence Martin, 35th street, Milwaukee. The club roster is 60 members and 21 came into the F. A. M. at the time of affiliation.

Another affiliated club is that of Hopkinsville, Ky. It has received F. A. M. number 499 and its secretary is A. M. Bowles, 309 Cleveland avenue.

Pope Motorcycles for Australia

Strong evidence of appreciation of the qualities of Pope motorcycles is shown by an order just received for 12 machines to be shipped at once to Australia, where demonstrating machines have proved the power, speed and economy of these models.

An advantageous arrangement has been made by the Pope Mfg. Co., whereby a large number of their motorcycles will be shipped to Australia during the coming season.

METROPOLITAN RIDERS GET PAGEANT PRIZES

Dance and Vaudeville Enliven Occasion on Which Winners in the Tercentenary Parade Receive Their Prizes—Local Organization Discussed

Metropolitan riders and their friends, all members of the national organization, came to the dance of the motorcycle division of the Commercial Tercentenary Parade on the night of Monday, November 23rd. The fine ball room of the Amsterdam Opera House, West 44th street, New York city, was the scene of festivity, and a better location for the dance could hardly have been chosen. The ball room was decorated with banners and the ceiling was tastefully hung with white streamers.

Early in the evening the crowd of guests began to assemble, and as soon as Shannon's military band, hired for the occasion, sounded the first note the floor was covered with dancers.

At 9 o'clock the prizes awarded by the Commission during the parade were given out to the lucky riders who were to receive them. C. W. Bucknall was presented with the Hendee trophy for the best decorated machine with single rider, and for the rest of the evening Bucknall was conspicuous on the floor by reason of the splendid cup which he carried about. J. J. Smith was awarded the second Hendee prize, and he also got the first prize for the best decorated machine with sidecar attached. Miss Francis Loeb was presented with the prize for the most appropriately dressed woman in the parade, and the Harlem Motorcycle Club was the one to receive the prize for the club making the best showing. Many other valuable prizes were awarded.

The prize winners were heartily cheered, and after the presentation was over dancing was resumed. Everybody felt at home and the evening passed rapidly, some of the guests singing the popular selections in an informal manner between dances.

At 12:30 the grand march started, and some 56 couples appeared on the floor. But this was not the end of the dance. Not by any means; the band played and the dancers refused to leave the floor until, at 1 o'clock, the representative of Bicycling World and Motorcycle Review decided that it was time to call it an evening, the floor was still crowded.

J. A. Hall, of the committee, took a leading part in making the evening a gala one. The management was excellent and the affair was a success from everyone's point of view. Several of the local dealers were present and took advantage of the opportunity to get together with the riders.

Shantin Gains by Swapping Portlands

About two years ago Joe Shantin made a successful cross-country trip from Portland, Me., to Portland, Ore., and immediately on his arrival in the Webfoot State he started the East Side Motorcycle Co. It was a success from the start and today finds it under the capable proprietorship of Shantin and Tony Niese.

They have now outgrown their old quarters and have under consideration, directly across from their present home, a large concrete motorcycle garage to be erected at Grand avenue and Pine street.

The Bay State Club Plans for Winter

One of the problems which motorcycle clubs have to contend with is that of holding the interest of the members during the non-riding months. Too often the club members forget that they have an organization when the cold weather comes, and the result is that the club has to be largely "rebuilt" every summer. The Bay State Motorcycle Club, of Boston, Mass., an organization which has among its members the dealers and riders of power-driven two-wheelers in and about the "Hub," make the winter months the occasion of endless sociability among the riders and strives in this way to hold the old members and bring new ones into the fold. How this is done is well explained by the invitation which is sent out to desirable citizens, and the idea is one which can be followed with profit by clubs in all parts of the country. The following invitation explains the manner in which the club entertains:

Bay State Motorcycle Club

Dear Sir and Brother:

After a most successful riding season it has been deemed advisable to have a series of entertainments and socials during the winter months, that you and your family and friends can enjoy. Starting the 13th of November, and entertaining every other Friday evening for the rest of the winter, there will be a whist party at the club rooms.

Come and help make these a success.

The club rooms have been remodelled and a new piano installed. We also have a fine pianist, and there will be dancing after the whist parties for those who wish.

A bowling tournament is now being formed. If you are interested come and join us. There is room for every one.

Yours truly,

Entertainment Committee.

George Downs.

J. C. Jacobs,

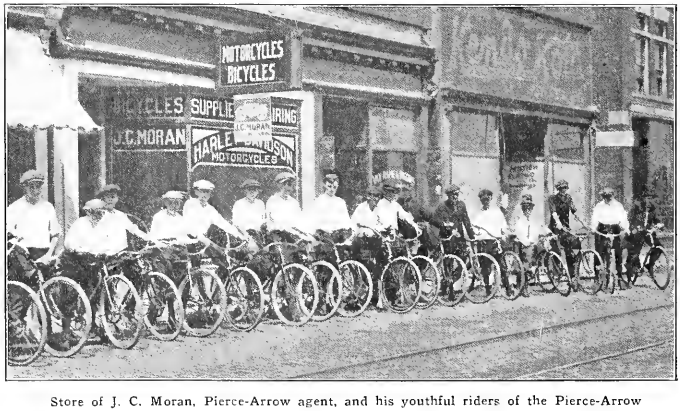
F. H. Carpenter.

New Home for Henderson Agency

The Henderson motorcycle agency of Portland, Ore., is now in its new location at 128 North Broadway. A better location and larger quarters ensures them an increase in 1915 business.

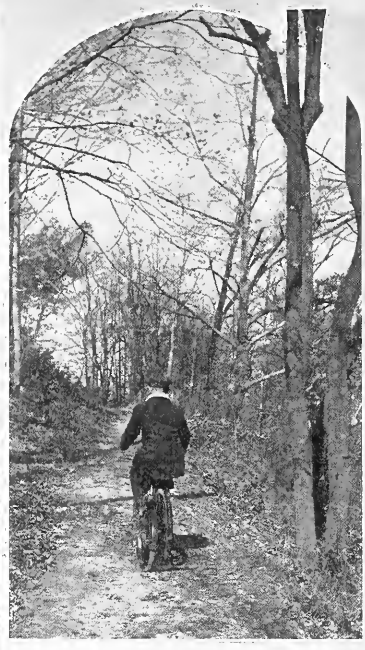
Nechamkin Takes Yale Agency

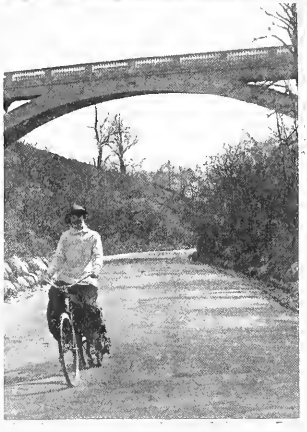
Joseph Nechamkin, of the Maryland Cycle Co., 228 South Broadway, Baltimore, Md., announces that he has taken the Yale agency for Baltimore. The new 1915 model has arrived and is being exhibited. The firm recently relinquished the agency for the Excelsior, which is sold by the Excelsior Motor Supply Co.



Store of J. C. Moran, Pierce-Arrow agent, and his youthful riders of the Pierce-Arrow

PROVING THAT THE SMITH MOTOR WHEEL IS AN ALL-YEAR MOUNT





How would you like to visit the golf links and tour the woods on a Motor Wheel? Judging from the accompanying pictures it's lots of fun—and you can go everywhere!

Wandersee Co. Has Doubled Sales

The William H. Wandersee Co., Detroit, Mich., already has the new models of the Harley-Davidson on exhibition and has sold 15 of them for winter and spring delivery. There is no state agency for the Harley-Davidson in Michigan, the agents in each of the larger cities having two or three counties immediately adjoining them. Wandersee in 1914 doubled his Harley-Davidson business of 1913, and expects that in the 1915 season he will double his 1914 record. He has placed an order for 350 of them, counting on that number of certain sales.

One reason why the Wandersee company disposes of so many machines is its liberal terms on second-hand machines. Wandersee believes that as he has to maintain a force of salesmen and the overhead expense anyway, the time required to make an additional sale of a second-hand machine is not a profit absorber, especially as low prices make second-hand machines easy to dispose of.

Fine Quarters for Metzger Co.

The W. E. Metzger Co., the oldest bicycle firm in Detroit, Mich., and motorcycle dealers since the manufacture of motorcycles became a recognized business, will remove on March 1st to new and much more commodious quarters at 501-503 Woodward avenue. A building is being constructed to the Metzger company's order, especially designed to care for the motorcycle business. The Metzger company has the state agencies for the Indian and Henderson.

A constantly expanding business has made this move necessary. Ten years ago, and for many years previously, the company was at 252 Woodward avenue. The advent of motorcycles made a better store necessary and the company moved up north of Grand Circus park, to 351 Woodward. The company will retain that store until May 1, its lease not expiring until that date, and for two months will operate both its stores.

The new store will be of white terra cotta and plate glass, in the fashion of the elite motor car shops. The salesroom will be exclusively a salesroom, only absolutely new machines being permitted there. Rugs will cover the floor, for no machine that has had gasolene in will ever enter to spoil them. The machine-shop will be an entirely separate department in the rear, with doors kept closed. All demonstrating will be done in the alley, except when very bad weather forbids. The store will be on a corner, and at the side will be an incline to the basement, which will be the storage room and salesroom for second-hand machines.

William E. Metzger, the nationally known automobile manufacturer, is president of the company; Henry D. Purinton, secretary and treasurer, and Joe Adcock, F. A. M. referee for Detroit, vice-president. The latter two are the active managers of the store.

Mahoney Increases Territory

C. F. Mahoney, who holds the Indian agency for Beaver Dam, Wis., returned recently with the announcement that he had secured the counties of Fond du Lac, Green Lake, and Marquette, Columbia, and Dodge.

It was owing to his success in disposing of the Indian in smaller territory that the dealer has secured this big district.

New Quarters For Callwell Agency

Increased business has compelled the Callwell Agency of this city for the Indian, Merkel and Excelsior motorcycles to move to larger quarters at 68 Broadway. A full line of bicycles, parts, accessories and supplies is carried.

"Racing 'Rep' Not Helpful," Says Goerke

Newark Indian Dealer Finds That His Track Record Does Not Attract Business—Novel Way of Introducing the New Models—Advocates Convention of Large Dealers

Following so closely on Sorensen's assertion that he hopes to build up a large trade through his racing reputation, it is interesting to note the experience of a motorcycle dealer, of nation-wide track fame, who finds that little or no benefits are derived from having been a stellar rider.

Has Established Brisk Trade

Walter Goerke is of the opinion that once out of the limelight—he has retired from active racing—the public takes but slight interest in you. That fickle body, according to the former racer, is not concerned with "has-beens." The brilliance of the stars of today dazzles their eyes and the dimming rays of former glory are lost in the brighter light—and to the world. If Goerke were, therefore, to rear a business on the basis of the laurels he has won, he veritably believes that he would land in the Newark almshouse, unless some of his many friends would come to the rescue.

Now Goerke has been very successful in making Indian enthusiasts of many riders in the Newark section of New Jersey. How did, or rather does, he do it? His territory has hundreds of thousands of people, but competition is mighty keen. Well, he blames his success on that intangible asset, which everybody claims to possess and which few people really have, that thing which you can neither feel, see, smell, hear nor taste, known as personality.

Last week I went out to see him in the automobile district of Newark. Not knowing a blessed thing about the city, I wandered around for some time before I struck the right street. Even while several blocks away I knew that I was approaching the district, for the buildings in that locality just bristled with signs. Standing high above the others, I spied a huge billboard over a single-story building, bearing the information that there were sold Indian motorcycles. Getting nearer I saw a well-painted and prominent announcement of the 1915 model and one of these new machines standing, all spic and span, in a good-sized show window.

Jack Frost was biting me like the deuce so I stopped but a moment before the window and jumped into the inviting warmth of the store A repairman bent up from his work and told me politely that the boss was to be found in his office. Toward the "sanctum" he indicated I walked, passing down a long

Walter Goerke

aisle of motorcycles, and waited a second for Walter Goerke to emerge from his glass enclosure.

I was surprised to find in the proprietor a young, athletic-looking fellow. It isn't usual to see handsome motorcycle dealers, with a very successful business, who are apparently just nearing their thirtieth milestone. But a glance into Goerke's face told the story; in it every line bespoke intelligence, grit and perseverance.

Started Business in a Large Store

Goerke was very fortunate in his start in the motorcycle business. He had been working for a large distributer, who, taking an interest in him largely because he is a wideawake and clean-cut man with good selling ability, gave him very generous credit during the first and rather difficult year. At the very beginning he opened a large store in a separate building and he soon gathered around him a very strong following.

With our tobacco incinerators going at full blast we got down to our talk at once.

Proves Value of Motorcycle Vans

"Does your racing reputation help you in business?"

"It's of little or no assistance to me. Theoretically one might suppose that hordes of people would come in here daily to talk over the hazards of racing, the victories that I have been fortunate in winning, and such things. But I have retired from the track, and when you're not in the limelight the public soon forgets all about you.

"What counts far more than any one other factor in this business is personality," continued Goerke, re-lighting his pipe. "Yes, personality and the ability to hold your temper in check. I believe in making and keeping all the friends possible and not in flying off the handle even though provocating incidents may occur."

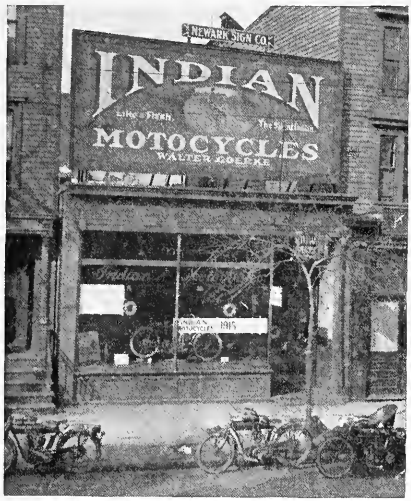
"I saw a commercial combination in front of your store. Do you maintain a delivery system?"

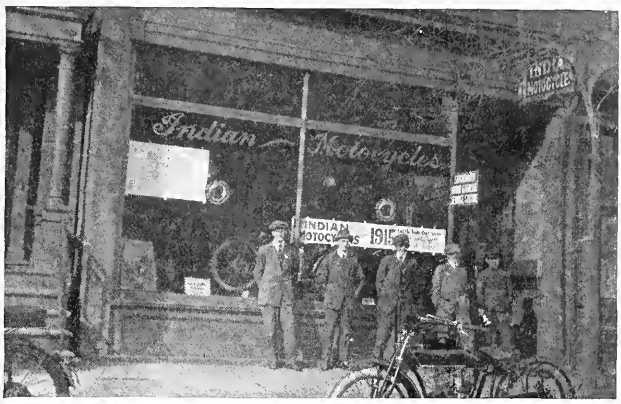
"We thought of starting one, but the van you saw is for demonstration purposes. Thus far we have sold a number of outfits, and we expect to get merchants in Newark to see the wisdom of installing more."

"Just how do you negotiate your van sales?"

"That's easy," smiled Goerke. "This is the way we go about it: My outside man or I go to a prospect and try to prove to him that the use of motorcycle vans will save money. The merchant, of course, feels that 'the proof of the pudding is the eating.' He wants to be shown.

"So on a Saturday we let him use our outfit for special deliveries and place it in charge of a competent man, asking for this service $5 from the merchant, which just covers our expenses for a rider, gasolene and oil. I tell the merchant that when he uses the motorcycle he can dispense with the service of at least eight errand boys, whom he gen-





Two exterior views of Walter Goerke's Newark store. The picture at the left shows the large billboard above the store which is placed on a slant so that it is visible for blocks away. In the picture on the right is shown the 1915 Indian standing alone in the window

erally pays a dollar per day, or eight dollars in all.

"When the Saturday rush is over the prospect has a pretty good idea of the saving feature of our proposition. He finds that as a rule the motor-propelled two-wheeler and van are able to deliver packages in scattered sections at seven or eight cents each, while in employing boys the cost of carrying a parcel to its purchaser varies from thirteen to twenty-five cents. These facts speak for themselves.

Uses Sidecar to Instruct Novices

"We emphasize, after having sold an outfit, the important consideration that only competent men should be placed in charge of machines. And if while out on the road there seems to be something wrong with the engine or any other part which the delivery rider does not understand, we ask him not to meddle with it; one of my repairmen goes after him and tries to set things aright."

"You also seem to keep a sidecar for demonstration," I remarked, seeing one in the corner which showed signs of use.

"We keep it for a twofold purpose. First to demonstrate to those in the market for a sidecar the enjoyment you can get out of it. Secondly, to teach motorcycle owners how to run a machine. When I go out with a novice I first get him to sit in the sidecar and have him watch the way I operate the clutch, kick starter, gas control, and so on, and after he has been sufficiently instructed I let him handle the machine while I observe his struggles from the sidecar."

"Do you make much profit on repairs?"

"Yes and no. When something breaks on a machine either through carelessness or long use we generally make about 10 per cent or so. But when there is a defective part we replace it for nothing. A customer whom we know to be careful with his motorcycle having trouble with a valve, spring or some such part, is permitted a new one at cost price."

"Do you find it profitable to keep gasolene?"

"I merely keep it as a service to customers. There's little or no money in it. We charge 15 cents a gallon, though some of our competitors ask 10 or 11 cents for the same measure. A lot of gas is lost through evaporizing; fellows come in to use our shop to repair their machines, take a quart of gas and forget to pay for it. Then, in receiving gas you often get less than you pay for."

"Do you cut prices on machines or accessories?" I asked rather cautiously.

Cash Register a Good Bookkeeper

"We do not make it a practice," replied Goerke, puffing away at his pipe. "If, however, for any reason it is deemed advisable to get a particular man's patronage and he has a second-hand machine to turn in, we may allow him as much as we hope to get for it. In the case of tires and accessories an extremely good customer will be given a discount."

"Keep any books?"

"Ledger for large accounts and also a petty account book. The cash reigster is a handy recording device. When we ring up a sale we use letters to denote whether the sale is for parts, accessories, machines—new or second—repairs, etc. I can figure up on the white tape just how my sales in different departments stood for the month and compare them with the same month last year."

Goerke was interrupted by the entering of a customer, to whom he immediately gave his attention. I looked over the shelves containing parts and accessories, and found them tucked away in various sized drawers, which were neatly labelled. The show cases were directly opposite the office and were kept clean both inside and outside, while the merchandise were so arranged as to attract customers and invite inspection. Glancing around the big store my eyes lit upon the new Indian, which stood alone in the window.

Novel Way of Introducing New Model

"How did you announce the 1915 model?" I asked Goerke when the customer had departed.

"I received the new machine a few weeks ago on a Friday morning. About an hour after it arrived I rushed to the newspaper office, copy in hand, and had a large ad inserted in that evening's paper.

"But I have a very effective way of advertising that 'Injun,'" continued Goerke, looking at me with a twinkle in his eye. "I ride it along important streets during the busiest hours of the day, taking my assistant along mounted on another machine. I go into a store, pretending to do some shopping, leave the motorcycle outside, and request my man to take care of it.

"A crowd of twenty to thirty enthusiasts gather around and ask questions. We answer their inquiries, tell them where we are located, and invite them to call. It's a mighty effective method."

"Do you believe that circular letters produce any results?"

"Why, whenever I receive a circular letter I tear it up, and I guess that most people do likewise. Personal calls, to my mind, constitute really the only way of getting a prospect interested in your proposition."

"Have you any sub-agents in the county which is your territory?"

"Just now I have only one. I take my time in choosing a man to sell Indians in my district. I don't believe in taking on a poor salesman and then finding it necessary to make frequent changes. Shortly I hope to have several more sub-agents."

"Do you consider it wise to instruct your sub-agents as to the selling methods they should use?"

Advantage in Being Exclusive Agent

"If I were to tell a sub-agent what to do and how to do it and he failed to produce any results, he'd blame it on me. He'd say: 'I followed your advise and this is what happened.' And then you haven't any come-back. I believe in getting a man to stand on his own feet and do as he likes, provided his actions are legitimate, of course."

"But if he produced no results then," I interrupted, "wouldn't you tell him his defects?"

"In that case I would try to find out just why he failed and make suggestions."

"Does any advantage accrue to you as to the exclusive Indian agent in Newark?"

"I should say so," was the immediate response. "It gives your store a distinctive atmosphere; you get to be known as the Indian dealer of the city. Besides, I consider it rather embarrassing to handle more than one make. Suppose a man came in here to buy a machine and I was selling two lines. He'd be bound to ask me which motorcycle I recommended. If I were to say the Indian, he might think that my sole purpose for recommending it lie in the fact that I made a larger profit. In selling one make you can concentrate your entire sales arguments on it and show its strong points as compared with all others."

"Have you discussions among your customers on the merits of the Indian and do they ever make suggestions as the result of their experiences on the road?"

"Quite frequently we do."

He paused, lighted a cigarette and looked thoughtfully at me.

"I wish that dealers selling the same line," he continued, "would get together in a convention once or twice a year and swap notes. I believe that a strong organization of the bigger dealers within a radius of five hundred or even a thousand miles could do wonders in helping to perfect a machine.

"The dealer knows more about the actual experiences which riders are having with their machines than anyone else. As a result of hearing a rider's story, improvements will suggest themselves. Just think of what could be accomplished if all dealers would get together, discuss the contemplated improvements and then make a forcible presentation of their suggestions to the manufacturers."

Cooperates With Other Dealers

"But would you consider it worth a dealer's time and money to go to such a convention? If you had to go to Chicago to attend one of these meetings you'd find that fares and hotel bills would come rather high."

"It would be worth it, however," replied Goerke with enthusiasm. "If the machine that you are selling can be so improved that it becomes more than superior to others, you're going to realize more sales when the models incorporating the improvements are put on the market."

"Speaking of organization, have you any such thing among the dealers in this city?"

"We have no official organization. But I do cooperate with one or two of the dealers in Newark. For instance, if I go for oil, I use the van and get the 'empties' of the two dealers I pass on the way, and then returning I deliver them the quantity of oil that they have ordered. We work hand in hand in buying tires and accessories and are thus able to get a better price by giving big orders.

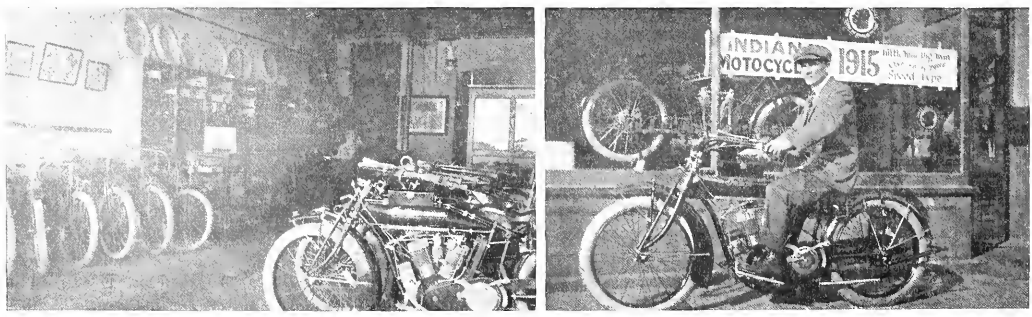
"If I run short of lamps I go over to Blank's place and get a few of his at cost price. We are constantly helping each other out in that way to our mutual advantage. About once a year we find out how our exchange account stands, but it usually runs pretty even."

Hendersons Used In British Army

J. Robertson Brown, of the Robertson Motors, Ltd., London distributers of Henderson motorcycles, has advised the Detroit factory to the effect that his partner, Owen Tudor-Hart, is now in the service with His Majesty's forces and is using a fully equipped Henderson outfit which has excited considerable interest in the branch of the service to which he is attached. Brown also reported that a Henderson is being used by one of the staff officers in the War Office in London for special dispatch service. He states that this is but a forerunner of the Hendersons which will be in use in the government service in the near future.

L. Holland, Jr., goes with Walter Goerke

L. Holland, Jr., formerly associated with Bush & McDougall, Harley-Davidson agent in Newark, N. J., is no longer connected with that concern. He now is in the employ of Walter Goerke, Indian agent in the same New Jersey city, and is devoting his time to the selling end of the establishment.



Interior view of Goerke's store—The Indian announcement on the window—L. Holland, Jr., salesman

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NEW YORK, DECEMBER 1, 1914

ARE YOU TAGGING BEHIND THE BAND?

Recently, Chairman Johnson of the F. A. M. Legal Action Committee secured the repeal of the law obligating sidecars to carry a separate license in the State of Connecticut. By personal effort he succeeded in convincing the state officials that the law was unjust and that it worked a hardship to a growing industry.

There are some 3,300 riders in the State of Connecticut; each one of them saved a dollar by Chairman Johnson's effort, which is a net gain of some three thousand dollars in cash, while without the cooperation of the F. A. M. in the matter there would have been no means of redressing the injustice.

This is only one of many services which the national organization is able to render the individual rider. The more support given to the organization and the more members to enlist, the greater will be its ability to aid the rider. Riders in Texas are not directly benefitted by the legal victory in Connecticut, but their money helped to secure the victory, and the money of Connecticut riders will assist the cause of motorcycling in some other way in the Lone Star State.

Cooperation! That's what it is, and it's the oldest story in the history of trade development. Cooperation between the manufacturers, the dealers, the riders, the national organization and the trade press is what boosts business and gives it punch. Partial cooperation may have punch, but it's more push than punch. If you leave out one link of the chain of trade cooperation you weaken your chain just so much, and the part of the chain that benefits the riders most is the national organization. It benefits them most because it works for them, and watches out for their interests in legal matters, gives them important information, supplies touring routes, regulates the racing game, and gets back their stolen machines.

Cooperation is what enabled Chairman Johnson to save the Connecticut motorcyclists three thousand dollars a year, and to benefit directly in some other way every rider in the country. The more members to join the F. A. M. the more they will get for their dollar.

Are you, Mr. Dealer or Mr. Rider, outside the chain of cooperation? Do you tag on behind the band and enjoy the music, or are you in the ranks? Think it over.

THE LESSON SAVANNAH TEACHES

What does the Savannah race do for the motorcycle? is the question upon many lips as the scores of the big event come in.

The great classic accomplishes more for the power-driven two-wheeler than can be measured in dollars and cents—it is an integral part of the development of the great industry. It provides a test that could be supplied in no other way, and under conditions which can not be duplicated.

Last year many machines went to pieces under the terrific strain of the contest. After the race the manufacturers worked to remedy the weak points revealed and they succeeded so well that this year the list of accidents to the machines was reduced to a minimum. The same improvements in design and structure that helped seven men this year to better the record of last season, so that the winner of the latter event could only come in fifth when he beat his own time, have been made in motorcycles of every type throughout the country.

Without the race this would not be possible. The improvements are not only an aid to speed, but to reliability and endurance, as is shown by the record of this race.

LOOKING BACK AT THE SIX-DAY RACE

Old timers who went to the race this year commented on the changes that had taken place since their time. They were surprised at the absence of the tough element which had formerly given the race an unsavory odor.

This year the crowd was orderly, and there was a notable lack of dirty riding on the track. The annual grind is not a place which you would care to visit in evening clothes, but people who went to see the acme of toughness were disappointed. Their overcoats were not removed and their wallets remained untouched.

N. Y. SHOW EXHIBITORS WILL BREAK RECORD

More Than 150,000 Feet of Floor Space Will Be Available for Exhibitors—Motorcycle and Accessories Manufacturers Will Make Strong Showing

Having resorted to every expedient to secure as much space in the huge Grand Central Palace as is possible for the forthcoming Fifteenth Annual National Automobile and Motorcycle Show, the management has ascertained that more than 150,000 feet of floor space will be available for exhibitors of cars, accessories and motorcycles. The show is to open January 2nd, and will remain open the following week. With additional floor space available it means that the number of exhibitors will unquestionably break all records.

Society Day, upon which the price of admission will be doubled, will be observed, according to the show management, one day during the week of the exhibition. While ordinarily the price of admission is 50 cents, it has been found desirable to have a one dollar Society Day. All the motorcycle dealers and riders, therefore, who do not wish to rub elbows with the rabble that seeks only to have its curiosity appeased and represents no purchasing power, can avail themselves of the opportunity of going to the big show on Society Day. Of course, the tickets will cost "one bean" each, but it is to be expected of the trade that they wish to be seen on this occasion with the elite of Fifth avenue and Riverside drive.

During the past ten days additional accessory manufacturers by the dozen have been allotted space. Many of these will reveal to the public for the first time absolutely new things in the line of motorcycle accessories. Marked strides have been made the past year in the matter of equipment and appurtenances for the machines. Numerous new makes of self-starters, lighting systems, electric and mechanical horns, new speed indicating devices and other accessories are being or just about to be placed on the market.

Receiver Appointed for Pope Agent

A receiver has been appointed for the Frederick Tiemeyer Motor & Supply Co., 2101 West North avenue, Baltimore, Md., agents for the Pope. Financial difficulties brought on the failure. Tiemeyer, who is a noted Maryland racer, took over the Pope from the Fulton Motor Co. when it failed over a year ago. He had represented the Jefferson up to that time, taking hold of that machine when he left Howard A. French & Co. to go in business for himself. The Randall Mfg. Co. handled the Pope for a long while.

Brittain New Hawthorne Salesman

The Hawthorne Mfg. Co. announces that J. W. Brittain has joined their sales force. He will cover the metropolitan district.

Looking Forward
COMING EVENTS

December 6, San Francisco, Cal.—Midwinter endurance run of San Francisco Motorcycle Club, 252 miles to Santa Cruz and return.

January 1, Portland, Ore.—Second annual elimination run of Portland Motorcycle Club, 15 hours.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 4, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

Watch For These Stolen Machines

An Indian two-speed twin, painted red over blue ,was stolen from William A. Skinner, 2143 Arthur avenue, Bronx, New York city. The machine was a 1912 model, New Jersey license 6455, with sidecar attached. The motor number was 78D106. The regular F. A. M. reward of $25 is offered.

Earl Liepse, of 1609 West 7th street, Marion, Ind., reports the theft of his 1913 Indian twin; Indiana state license C1744. It had an F-N tandem attachment and the left footrest and pedal were missing. The lamp was a Solar with cracked glass; the rear tire was a 3-inch Goodyear and the front tire 2¾-inch United States. There was a dent in the left side of the tank. The F. A. M. reward of $25 is offered.

Stolen from Elmer H. Peterson, 2111 N. Albany avenue, Chicago, Ill., 1913 Harley-Davidson twin with motor No. 9360-H.

At the meeting recently held of the Milwaukee Motorcycle Club a dividend was declared of 25 per cent, amounting to $2,000.

COFFMAN APPOINTS NEW COMMISSIONERS

Sixteen State Commissioners Have Been Chosen by President Coffman—Hall is Again Representative for the Empire State, and Cappel Will Serve in Ohio

President Coffman of the F. A. M. has recently added the following names to the roll of F. A. M. state commissioners. J. A. Hall is again the representative for the State of New York.

California—A. W. Green, 108 Appleton avenue, San Francisco. Colorado—W. W. Whiting, 1328 Broadway, Denver. Connecticut—Shelton Sturges, 108 Court street, New Haven. Georgia—John Balmer, care of Balfour Hdwe. Co., Box 407, Savannah. Rhode Island—B. A. Swenson, 522 Broad street, Providence. Kansas—M. E. Harding, 106 East 6th street, Topeka. New York—J. A. Hall, 322 East 32nd street, Brooklyn. Ohio—Carl L. Cappel, 123 East 5th street, Dayton. Michigan—A. R. Ketcham, 138 Stanley avenue, Jackson. Louisiana—C. F. Sauer, 635 St. Charles street, New Orleans. Minnesota—F. L. Hunt, care of Hendee Mfg. Co., Minneapolis. New Hampshire—F. S. Morse, 44 Grove street, Keene. Maryland—William Wood, 712 North Monroe street, Baltimore. Northern Texas—C. B. Bishop, 107 St. Paul street, Dallas. Wisconsin—H. E. Baldwin, 1219 2nd street, Milwaukee. Alabama—James Esdale, 506 First National Bank Bldg., Birmingham.

Hartford Attorney To Act For F. A. M.

State Commissioner Sturges of Connecticut has appointed Richard Deming, 36 Pearl street, Hartford, Conn., to act as legal action attorney for the F. A. M. in Hartford.

Deming is to cover Connecticut for the national organization, and will be assisted by a full staff of legal helpers He is recommended for the office by Col. George Pope and the motorcycle dealers of Hartford.

Scores of new riders are joining the motorcycle ranks in the Northwest, principally in the large centers of Tacoma, Seattle and Portland, Ore. It has been found that generally a good-sized payment is made in cash and the balance in monthly installments. Another way to acquire the machines is to trade something for them. During the past week a Portlander offered a $275 pianola with 50 records in order to get a machine in good condition of any make.

Wolters, who came in second on Excelsior machine

LEE TAYLOR WINS AND SEVEN BREAK RECORD

(Continued from page 8)

Referees on Turns—Edwin Fulton, David Hirsh, Earl Williams, Harold Basch, Abe Helpert, S. Ginsberg.

Judges—Oliver T. Bacon, Henry McAlpin, Sigo Myers, J. E. Schwarz, J. S. Banks, R. J. Finney, W. G. Sutlive.

Riding Referees—J. F. Dillon, J. L. Cavey and J. M. Hooker.

And on Wednesday evening, when the moon came out on the palm trees and peeked through the long festoons of Spanish moss, every man knew his lesson by heart and was fit and ready for the first break of race day.

Thanksgiving morning dawned bright and frosty. Everyone saw the sun rise and motored to the course through fields that shone with hoar frost. The day proved, however, to be ideal, warm, bright and calm.

Early Activity at the Pits

There was early activity at the pits. Frank Rodger was prominent in the Harley-Davidson space, where John Mooney and Bill Manz were looking out for their team.

The Indian tent was in charge of Carl Modig, ably assisted by Olin Ross, while F. J. Wechsler had come from the big wigwam to encourage his team to victory.

Over in the Excelsior pit Wm. Benduhn held sway and saw to it that as far as equipment went his team should have an even chance.

As an extra protection Chairman Donovan ordered a special inspection of the course and final instructions to the flag men. Along the pits racing men were limbering up their mounts and the crowd cheered as favorites went past.

Executive Chairman and Starter Myers

The Chatham Artillery erected a field telephone line to the back stretch, which proved most serviceable in sending hurried messages.

At the Indian wigwam "Mike" Toepel, of the Splitdorf company, was looking over the Indian equipment and along the pits gasolene and oil were being delivered by mule carts and automobile trucks. Promptly at 8:30 began the brake tests, each rider starting at the Dale avenue turn, speeding up the course and stopping within 150 feet after passing the line. At 8:57 George A. Porter, clerk of the course, called the first five men to the line.

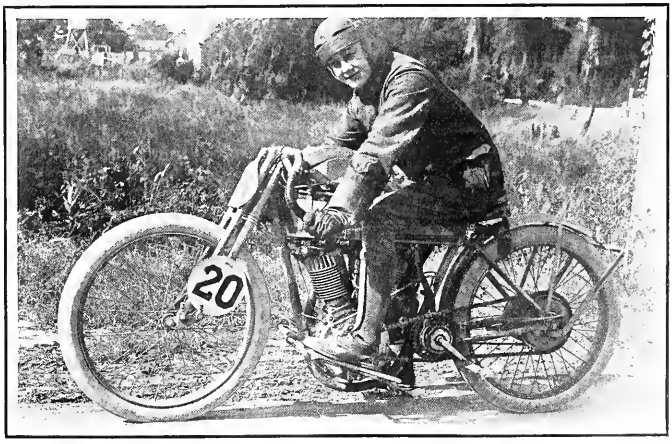
Race Starts on Schedule Time

Nobody believed Donovan when he said the race would start at 9, but on the second Wilcox, Kelly, Pope and Glenn started, with Joe Wolters just 10 seconds late. One minute later, Gregory, Downing, Cafiero, Stratton and Klark started, and a minute after them, Buckner, Baker, Yerkes, Schroder and Pineau got away. The fourth squad contained Gray Sloop, Kuck, Chapple, Verrill and Janke. Then went French, Laird, Taylor, Perry and Boyd, followed by Weishaar, Armstrong, Smith, Warner and Jones.

J. Montmollin, of Macon, Ga., was not able to start owing to the fact that on the way to the course an hour before the race he collided with Martin Schroder and injured his wrist and elbow.

By 9:06 all of the speed kings were on their way. (Can you beat it, boys, the way these Savannah fellows and Donovan run these things?)

There then came a few minutes of calm, when you could ask your neighbor what he thought of the weather, but the course was only 11 miles and soon with expectancy all eyes were turned towards the Dale avenue corner. No one had to



Janke, Harley-Davidson rider, who took third place

Al Stratton, captain of the Harley-Davidson team—Gray Sloop on his last lap before the accident

wait long. At 9:10, four minutes after Goudy started, Z. D. Kelly passed over the tape with a time of 10 minutes and 40 seconds. Ed. Wilcox was right behind him, and Joe Wolters, in spite of his late getaway, was with the bunch and gaining.

When Gray Sloop Was Hurt

The first round Gray Sloop stopped at the pit for an instant and was off again.

On the second lap Kelly was again leading and had cut down his time to 10 minutes and 6 seconds for the lap. This sort of riding was interesting, for Zeddie D. Kelly was a local boy and had been given his first real chance to "cop the cup" through the accident to Bill Brier, whose machine and equipment he used.

Kelly didn't monopolize all the attention in this lap, for Cafiera and Yerkes came around the curve like a pair of Siamese twins and chose the space in front of the stand for a neck and neck sprint.

At the end of the first lap the ambulance was ordered around the course, and about this time E. G. Baker, who crossed the continent without a puncture, was reported as coming in with a flat tire.

It was not until the third lap that anything unusual happened and then it was the worst that could occur. Gray Sloop, riding like a hero, slipped over the banked turn at Dale avenue and was instantly killed by breaking his neck and right thigh.

About 10 o'clock Gregory limped in, having lost his tire on one of the remote sections of the course, and finding himself hopelessly behind dropped out.

Along about the sixth lap the positions began to look as though they were settling themselves, and at this period Janke was leading on his Harley-Davidson, with Taylor close behind on an Indian and with Don Klark (Indian) and Verrill (Indian) tied for third place.

In the seventh lap the positions changed radically; Janke retained his lead, but Klark advanced to second place and third place was again contested, but by Wolters of the Excelsior team and Kelly of the Harley-Davidson camp.

Another important change took place in the eighth, when the riders stood Janke, Taylor and Klark. It was in this lap, however, that Janke stopped for oil and gasolene and thereby lost his lead.

Jones Takes the Third Place

About this time French had a tire come off and came in to replace it, keeping on with his race.

The ninth lap saw another complete change of positions, Kelly coming to the front, with Don Klark second and F. G. Smith (Excelsior) third.

In the tenth lap Smith came to the front, completing his tenth circuit in the total elapsed time of 1 hour, 49 minutes, 38 seconds. Taylor took second place at this point and Maldwyn Jones, with his Merkel, came into third. Smith made this lap in 10 minutes and 5 seconds. Word came in that Downing (Indian) had engine trouble on his ninth lap and would retire. Weishaar (Harley-Davidson) had a little spark plug trouble in the ninth but it did not cause him much delay.

In the eleventh lap Klark took Jones' place at third and these positions were retained through the twelfth lap.

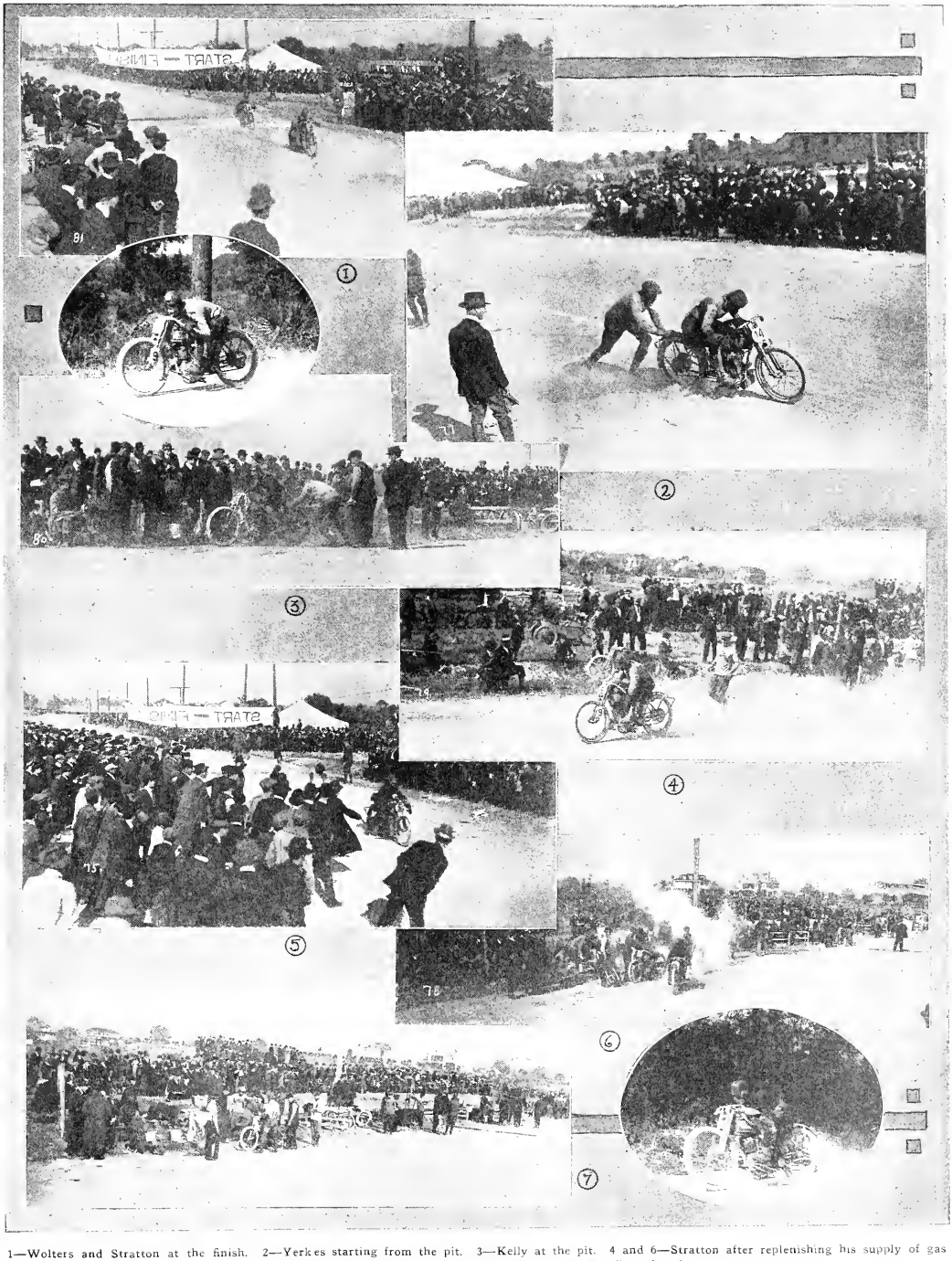
Up to this time the fastest lap had been that of Taylor in the eighth—9 minutes and 52 seconds.

Goudy's Home-Town Mayor

The superstitious expected something to happen in the unlucky thirteenth, but the only hoodoo that showed up was Smith's, when he lost the lead he had held for three laps and the places were filled as follows: Taylor, Klark and Jones. Jones, by the way, was at this point of the race certainly riding, and these three leaders held their relative positions in the fourteenth, Taylor doing the lap in 10 minutes and 5 seconds.

As Joe Wolters passed the Excelsior pit on his fourteenth lap he called out that Goudy wanted a rear wheel, thus explaining why he had not been heard from for half an hour. Goudy came in as a passenger just after this and jokingly announced that he had felt hungry over by the Norwood avenue turn and seeing a picnic party had stopped to join it and had then sent a telegram home announcing that he was not injured. Goudy had a most enthusiastic backer in the person of Frank T. Moran, who is known as the "Mayor" of Fairbury, Ill., and who traveled all the way to Savannah to see his protege race. The "Mayor" was about the most popular man in the Western contingent, but that is another

Schroder and Sloop, of the Harley-Davidson team, speeding on the backstretch



1—Wolters and Stratton at the finish. 2—Yerkes starting from the pit. 3—Kelly at the pit. 4 and 6—Stratton after replenishing his supply of gas and oil. 5—Janke finishing. 7—Yerkes being "fixed up" at the pit

When the crowd stood on its toes—Sorensen and Yerkes finishing, six feet apart! Sorensen is in the lead

story and the boys are coming around on their fifteenth lap; relative positions the same and the first five standing as follows: Taylor, 2 hours, 45 minutes, 32 seconds; Don Klark, 2 hours, 45 minutes, 51 seconds; Maldwyn Jones, 2 hours, 47 minutes, 8 seconds; Z. D. Kelly, 2 hours, 47 minutes, 30 seconds; Joe Wolters, 2 hours, 47 minutes, 40 seconds.

Now these men had gone over 165 miles at this point and look at their positions. Only 19 seconds between Taylor and Klark, and the next three within 32 seconds of each other. A situation of this kind makes a man get up, brush the sandwich crumbs off his lap, throw away his cigarette and watch what is going to happen.

Accident to Kelly

Jones ran out of gasolene on the sixteenth lap and dropped out, leaving Kelly in third place with Taylor and Klark leading. Sorensen on his Thor had been riding a beautiful race from the start and was coming well up into the bunch.

The seventeenth lap showed Kelly, the Harley-Davidson substitute, coming fast. He gained over half a minute on Klark and the boys were averaging 60.25 miles per hour, having gone at this point 191 miles in 187 minutes and 10 seconds.

The eighteenth lap put Taylor over 2 minutes in the lead and showed Kelly still gaining on Klark and within 12 seconds of him. On the nineteenth, however, poor Kelly must have had Bill Brier's hoodoo with him, for he crashed into a tree at Sandfly and was taken to St. Joseph's hospital with a broken leg and internal injuries, from which he died the following day. The positions, therefore, were completely changed in this lap and at the completion of the nineteenth stood: Taylor, first, 3 hours, 31 minutes, 12 seconds; Don Klark, second, 3 hours, 31 minutes, 20 seconds; Joe Wolters, third, 3 hours, 33 minutes, 3 seconds. Only 8 seconds between the first two men and in the twentieth lap this was reduced to 7 seconds, the positions remaining the same.

Klark and Verrill Out

The next lap was eventful. Klark was obliged to quit with the lead almost assured and Verrill was reported hurt. The ambulance which was sent out for him ran across poor Kelly, whose injury in the nineteenth had been unknown at the stands, and brought them in together. Verrill going to the Park View Sanitarium, where the physicians did not know the extent of his injuries.

By these happenings the twenty-first lap saw two men well ahead, and as a native said, "Tha' wahn't no thud."

In the twenty-second Taylor led Wolters by 2 minutes and 39 seconds, and 240 miles had been made in 243 minutes.

Wolters lost 17 seconds in the eleven miles of the twenty-third lap and Janke and Sorensen were in third and fourth places.

The next lap, the twenty-fourth, saw Jos Wolters creeping up until he was only 10 seconds behind after having gone 270 miles.

Another gain in the twenty-fifth lap put Wolters within 7 seconds of Taylor, and at 1:50 P. M., Wolters, who was riding well in advance owing to his earlier start, got the checkered flag amid roars of applause from the pits and stands. About five minutes later Taylor got his signal and the most exciting final lap in the history of motorcycle road racing was on.

The scores of the other men became suddenly uninteresting and all attention was centered on Wolters and Taylor, Wolters being in the lead by 16 seconds at the beginning of the final round.

How the minutes of that last lap dragged! Sixteen seconds apart, 11 miles to go; a thousand things that might happen and the race belonged to either man yet. Twelve minutes elapsed—where was Wolters? On no previous lap had he taken so long and on all sides the question was asked—more and more insistent as the seconds passed—where is Wolters? Had he mistaken the checkered flag for the finish signal?

Wolters Blows Tire in Last Lap

Finally the Chatham Artillery officer announced through his megaphone, "23 in the stretch," and amid a roar of applause Lee Taylor on his Indian crossed the line victor, and a record breaker, in 5 hours, 2 minutes and 32 seconds.

But where can Wolters be? He who snatched the lead at the last lap and looked like a sure winner. Poor Joe, he had blown a tire, and with the prize almost within his grasp the terrific strain of 300 miles at record-breaking pace proved more than the endurance of rubber could stand. He rode a plucky race and to the very last made a wonderful record and finally coasted over the finish line with no tire on his rear rim but still ahead of the record, as his finishing time was 5 hours, 13 minutes, 47 seconds; and in 1 minute and 35 seconds

1—An ox cart on the course. 2—Policeman Mitchell, who helped patrol the way on a Harley-Davidson. 3—Getting "inside dope." 4—Typical turn in the course. 5—Janke hitting up speed. 6—Street decorations in Savannah. 7—A chat in the woods between Schroder, Janke, Weishaar and Stratton. 8—A carrier seen at the edge of the course, made of an old go-cart. 9—Modig and Ross at the Indian camp. 10—How the course was guarded. 11—At the Montgomery cross road. 12—Leaving the hotel. 13—The dangerous Devil's Curve

more in came Irving Janke on his Harley-Davidson, the winner of the third place and who had made wonderful gains in the last three laps.

George Sorensen came in less than 2 minutes later on his Thor and the fifth, sixth and seventh positions were all very close, there being less than a minute between them. Was there ever a more interesting and sensational finish to a big race?

In order to appreciate what a great race this was you must bear in mind that seven men beat the 5 hours and 22 minutes record of last year. Here are the times of the first nine:

1 Lee Taylor, Indian.....5:02:32
2 Joe Wolters, Excelsior.....5:13:47
3 I. Janke, Harley-Davidson..5:15:22
4—George Sorensen, Thor.....5:16:10½
5 Robert Perry, Excelsior....5:19:15
6 J. Yerkes, Harley-Davidson.5:19:48
7 A. W. Stratton, Harley-Dav.5:20:31
8 M. Schroder, Harley-Dav...5:24:06
9 L. G. Buckner, Excelsior....5:26:39

Immediately after the race and on the way to the Thanksgiving dinner which he gave at the Savannah Hotel, Chairman Donovan stated that arrangements next year would be perfected and that if it were made a regularly established national and annual event extreme precautions would be taken to preclude accidents.

The decided insufficiency of communication between the stands and the distant portions of the track made news gathering like the third picking of a cotton field, and as the glory of a rider is largely owing to the publicity given to his work, it ought to be possible to know more of clever stunts performed away from the stands. One of the most remarkable features of the event was the small amount of repairing necessary and the few tires that were renewed, thus indicating that the machines are now more certain than the riders and the accidents that occur are much oftener attributable to human frailty rather than mechanical fault.

An interesting item in connection with Taylor's victory was the fact that he ran the latter part of the race with a broken brake rod.

Edw. French, who started on a Harley-Davidson in the place of "Mud" Gardner, came to Savannah from Hoquiam, Wash. He traveled more miles than anyone else to see the race, although this does not mean that he spent the most carfare. When a man will ride freights to an event it shows an enthusiasm which is bound to succeed.

It was funny how satisfied Mike Toepel looked when Taylor reminded him that he owed him a hundred dollars on behalf of the Splitdorf company, but Al Bartsch, of the Bosch company, was smiling over the fact that all the other magneto prizes had to be paid by him.

SWENSON LEADS FIELD IN PROVIDENCE RUN

Fast Time Made Over Rough Roads in First Annual Thanksgiving Day Run of the Providence Motorcycle Club—Frequent Accidents Put Out Riders

The first of what in the future will be held as an annual event, was a Thanksgiving Day go-as-you-please run, promoted and directed by the Providence Motorcycle Club of the Rhode Island city of that name. The course was 102 miles and was selected by some wild-eyed genius who had a fondness for numerous curves and bad turns. As a result of his proclivities every participant with one exception was spilled, tossed or skidded from the saddle to the earth by way of trees, fences or stone walls, as the case might be.

Even Chief Swenson got his, and got it right, too. In approaching one of the sharp turns the Indian dealer saw two riders standing on the curve. Realizing he couldn't negotiate a passage without hitting one of them, the Big Swede turned off the road and in an instant was sailing through the air. He landed on his head and was dazed for a few minutes. When he recovered his senses he spoke in the Swedish tongue for several minutes, and though no one knew what he said everyone within hearing understood what he meant. Swenson then continued his trip and was soon riding again with the leaders.

The course was by inland roads from Providence to Westerly, where George Murphy, the Indian dealer in that place, acted as checker. From Westerly the shore road was used for the return trip. Two of the riders who had been expected to render valuable assistance in the matter of "bringing home the bacon" came to grief and were put out of the running when almost within sight of the finish. The summary:

	H.M
B. A. Swenson, Providence (Indian 7)	1:59
L. G. Mason, Newport (Harley-Davidson model F)	2:00
H. E. Henrickson, Providence (Indian 4)	2:06
W. Mackay, Providence (Indian 7)	2:35
S. Litterio, Providence (Indian 4)	2:41
E. Magnon, Hills Grove (Indian 7)	2:49
D. Gravell, Providence (Indian 7)	2:55
Jos. Ford, Hills Grove (Harley-Davidson 5)	2:59
Fred Shogren, Providence (Indian 7)	3:08

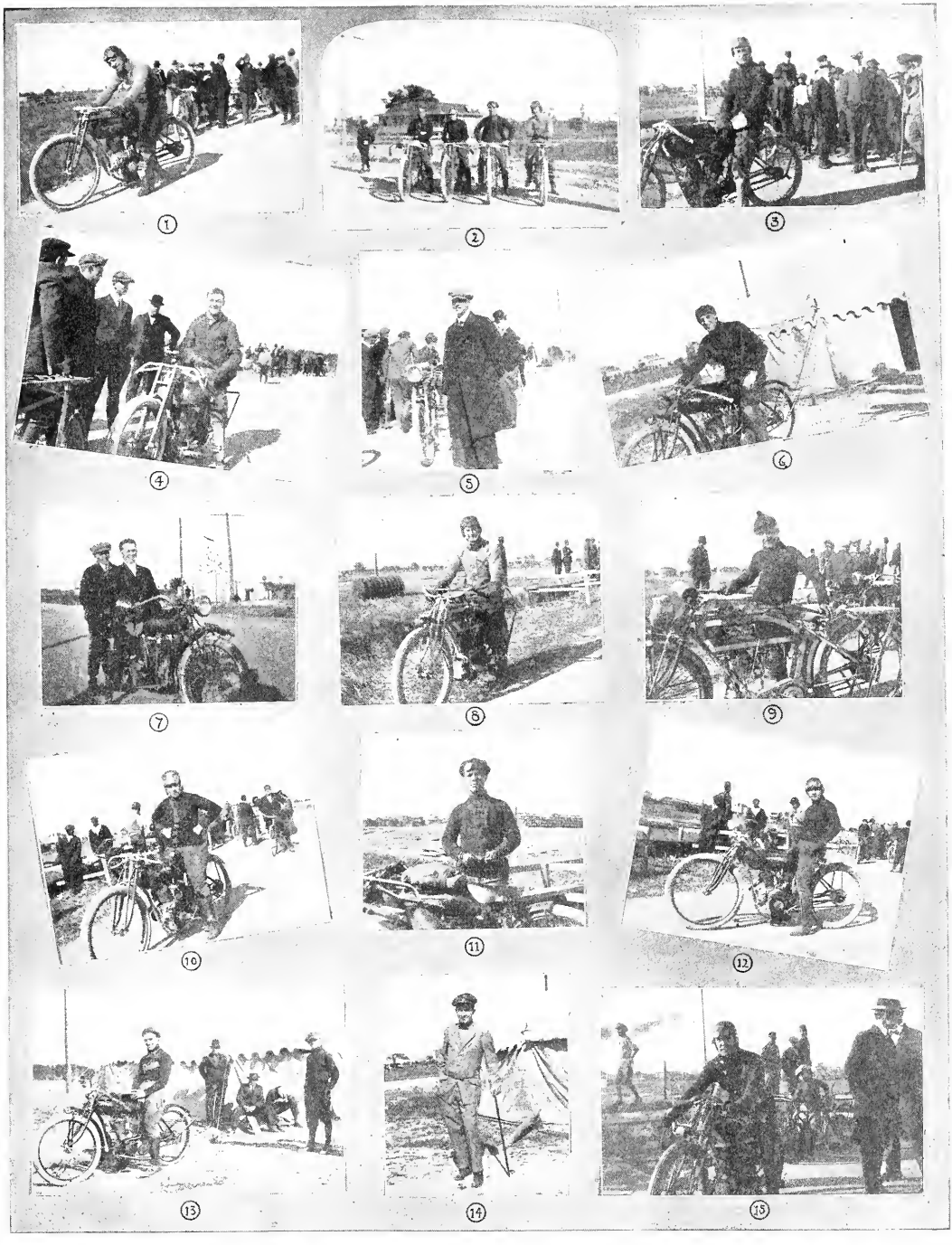
INDIANAPOLIS RIDERS BRAVE AUTUMN WINDS

Ten motorcyclists of Indianapolis braved the chilly winds of the Hoosier State to participate in the sociability-endurance run Sunday, November 23rd. Russel Fields, piloting a seven-horsepower Pope, was awarded the consistency score, carrying with it a diamond medal. Bill Spangler, Harley-Davidson; John Merz, De Luxe, and Bill Reinhardt, Indian, were awarded one thousand points and each will receive a gold medal. Glen McLeah, De Luxe, was penalized 1½ points for being late at the evening control. Henry Speckman, Harley-Davidson, was penalized 7 points for being late at Martinsville and Danville.

The schedule was comparatively easy, calling for 20 miles per hour, and the run resolved itself into a joy ride. The roads were in execllent condition and the chilly winds of the early morning were all that prevented the affair from being a pleasure trip. Secret controls were arranged at several points and the rider hitting these in the most consistent fashion was awarded the diamond medal. Fields checked in perfectly at each control. He was off the schedule two minutes at the Martinsville secret control and was off one and one-half minutes at the Cumberland secret control.

The run led through Greenfield, Shelbyville, Franklin, Martinsville, Danville, back to Indianapolis, where the riders checked in at 2:30, and thence north to Noblesville, back through Greenfield and into Indianapolis. Holmes, on a Harley-Davidson single, was forced to give up the ghost when he broke a head cone and was unable to steer his machine when he got up to schedule speed. Walter Lutz, Indian, got tired and retired at Indianapolis on the afternoon check. A. Michener, Indian, stopped repeatedly because of minor troubles and quit at Mooresville, the last check before the Indianapolis control. Capshaw, driving an Eagle with sidecar attached, broke an axle of the sidecar and boosting his passenger on the tandem, finished only the first leg of the run. Merz carried a sidecar through with a perfect score.

Rider and Machine	Points
Russell Fields (Pope)	1,000
Bill Reinhardt (Indian)	1,000
Bill Spangler (Harley-Davidson)	1,000
John Merz (De Luxe)	1,000
Glen McLeah (De Luxe)	998½
Henry Speckman (Harley-Davidson)	993
A. Michener (Indian)	Quit
W. Lutz (Indian)	Quit
C. Capshaw (Eagle)	Quit
H. Holmes (Harley-Davidson)	Quit



1—A. Chapple. 2—The Merkel team. 3—Geo. Sorensen. 4—I. Janke. 5—Frank Rodger, Harley-Davidson manager. 6—E. G. Baker. 7—Atwood and Butler, two Indian dealers at the race. 8—Camplejohn. 9—J. Montmollin. 10—M. Jones. 11—F. Laird. 12—C. F. Pineau. 13—Don Klark. 14—Mud Gardner hors de combat. 15—G. F. Goudy

Moving forward—Belgian cyclists on the main road to Ypres in the forward movement of the Allied armies

How the Motor Vehicles Play Their All Important Part in the European War

Told by the Representative of the Automobile, Who Toured the Battlefields of Belgium and Northern France

The important parts played by automobiles, motorcycles and bicycles in the European war is being related daily in the press throughout the country and the whole world is learning a lesson taught by the gasolene propelled vehicles, and the silent, quick moving bicycles. A narrative of thrilling interest from the pen of W. F. Bradley, special representative of The Automobile, with the Allied armies in France, written on the Belgian frontier, November 5th, gives a clear insight into the value placed on motor vehicles and bicycles by the armies and shows, too, the precautions taken by the military authorities to secure for their use all the vehicles and fuel which may be available. Bradley's story follows:

On the Belgian Frontier, Nov. 5—Over deserted highways we sped through Normandy, charmingly beautiful in its autumnal cloak. Automobiles are too useful to be allowed to expend their energies haphazard; they are too dangerous to be given full liberty.

The military authorities have sought to abolish all private automobile traffic, and as ours was a civilian mission we had first of all to be put through the double sieve of a military and civil interrogation. When the police inspector ushered us out of his private office the little he did not know about us was hardly worth knowing. But this was not sufficient to give us the freedom of the road. Two hours later we had to appear, hat in hand, before a military board of five officers who questioned and cross questioned us as if anxious to worm out some of the hidden secrets of our lives. Then were we free to travel over some of the deserted highways of France.

Train Service Off

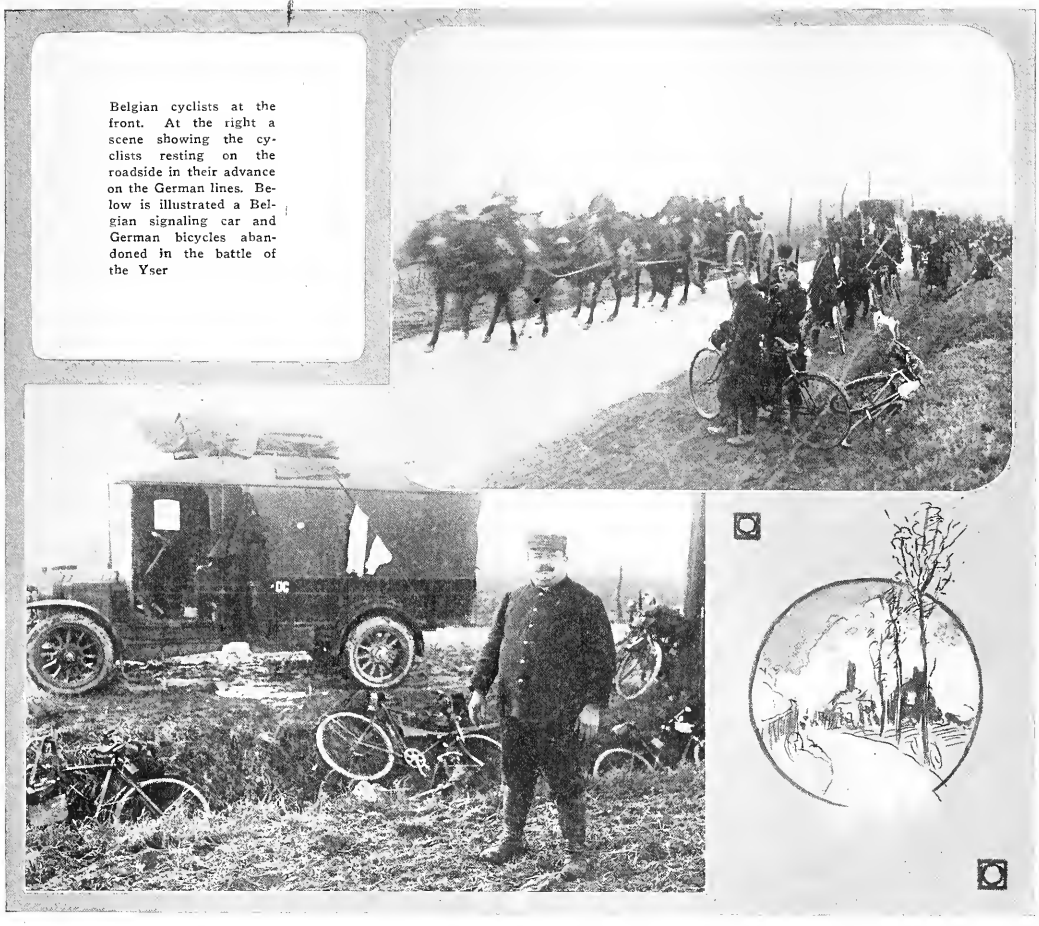
Motors are not the only restricted means of locomotion. When the train service is needed by the army the public has to wait—or walk. Thus, in a certain quiet township a farmer begged a lift to his home 20 miles away. When we had been assured that there were no military posts on this portion of the road, he was taken aboard. He got out on the outskirts of the town, so as to avoid passing before the guards, for however honorable he might be, it was forbidden for him to ride in a car without a special military permit. In half an hour he had covered a distance which would have necessitated six or seven hours steady tramping. At a railroad crossing we came upon the cause of the suppression of his ordinary means of travel: a troop train, drawn by two powerful American engines, and carrying English horses and men to be flung into the great battle line on the northeast portion of France, near the Belgian frontier.

At nightfall shelter was sought in a second-rate hotel of a small French town. The law forbade us as civilians to travel after sundown. The occupants of three military cars dined, lit their lamps and went forth into the darkness while we climbed a narrow staircase to an old-fashioned bedroom.

War's Miseries

Poets sing of the glory of war; travelers along the highroads see little but its misery. Climbing a hill into a big village square we came upon hundreds of refugees and scores of long, lumber-farm wagons filled with household goods, old men and women and children. They were Belgian peasants who had fled from their quiet farms and peaceful villages as the German hordes swept in.

There were few valid men among them, for the army had claimed them. They told pitiful tales of their houses razed before their eyes, their cattle driven away, members of their community driven off as hostages, of long marching, of nights spent in barns, or sleeping in their wagons by the roadside. French gendarmes had taken in hand these human derelicts and were passing them on from town to town to districts where they could find employment and the



Belgian cyclists at the front. At the right a scene showing the cyclists resting on the roadside in their advance on the German lines. Below is illustrated a Belgian signaling car and German bicycles abandoned in the battle of the Yser

wherewithal to buy the few urgent necessaries of life.

By devious routes, so as to avoid the main roads which might have been congested with army convoys, we worked our way towards that northeast corner of France where British, French and Belgians were endeavoring to drive back the innumerable forces of Germany. A village street was filled with women wending their way to church; they were all in deep mourning and not a man among them. There were more villages, deserted by all but women and children; valleys and hillsides were as quiet as the grave. Of military preparations there was not a sign.

Into the War Zone

Suddenly, from a thicket by the roadside a soldier stepped forth, raising his rifle with a meaning that could not be mistaken. We had entered the area occupied by the French and Belgian armies. The pass was examined carefully, the photographs it bore being compared with our features before we were allowed to pass into the war area. At various intervals, which might be from .5 to 3 miles, the same operation was gone through. French soldiers gave way to Belgian guards, then to Frenchmen, then again to Belgians. We were in the level dyke country, but up with canals along which clumsy barges towed by men and sometimes by mere girls. The roads were crowded with Belgian soldiers—the remnants of a gallant army which had been sent to the rear to reform for more desperate resistance.

The Three Armies

We had plenty of opportunities of judging the temper of the three nations united in their stand against the forces of the Fatherland. The English were authoritative, their officers haughty; the French were suspicious, their officers studiously correct; the Belgians were kindly, their officers hearty.

At one of the posts Belgian soldiers barred our path. The sergeant in command frankly stated that he was not satisfied as to our right to be in the military area; but he put his objections in such a gentlemanly manner, he was so courteous, that it was a pleasure rather than otherwise to be questioned by him.

10 Days in the Trenches

A few miles further on, at a turn of the road where our direction seemed doubtful, we came upon a group of four Belgian soldiers and two gendarmes. Two of the men being sick, we offered them a seat in the car, and at the same time took over the rifles and kit of the others, promising to deposit all at the next village. After 10 days in the trenches, without being able to lie down to sleep, never a wash, with food passed on to them at night, our two passengers

looked more like scarecrows than soldiers. They were both volunteers, mere youths, whose homes had been wrecked, whose parents had been scattered, and who were fighting with the desperation of men who had nothing more to lose and everything to gain.

War's Steel Bands

Travelers, whether on foot, drawn by horses or propelled by gasolene, could not get into the important frontier town of A— until they had been individually examined. To get out again was even more difficult and probably we should have been there still had it not been for the kindly intervention of the Belgian authorities who gave all necessary passes to travel through the small portion of their territory still withheld from the enemy.

The Ruined Road

It was a Sunday afternoon. On the immediate outskirts of the fortified town well-dressed burghers were making a pious pilgrimage to the cemetery and were depositing wreaths in memory of many who lay in unknown graves. To the northeast the steady boom of the cannon could be heard. On the main road running by the side of the canal there was such a variegated collection of human beings, of animals, of material, as only war can produce. It had once been a well-kept highway. But war material had rumbled along it, thousands of hoofs had loosened its surface, thousands of feet had trampled it into a bed of mud. Along the center the going was fairly good, but this passage was barely sufficient for two cars, and on each side were mud bands with holes from a few inches to a few feet deep.

Endless War Line

The procession of military automobiles was unending. As they passed one another they skidded and swerved in the mud baths, rocked ominously, but kept on their course. The war found Belgium without any great number of motor trucks, but with a good stock of touring cars. These machines have been taken and put to the most widely different tasks. Handsome limousines built by Van den Plas and D'Iteren carried staff officers; equally handsome cars were filled with raw meat, packed to the roof with bread loaves, carried fodder for the horses, saddles, ammunition, oil and gasolene—everything which can be useful in war.

Take the automobiles on Fifth avenue, New York, when traffic is most intense, leave a few of the best cars untouched, set a band of ruffians to work on the others, bespattering them with mud, breaking the lamps, smashing the mudguards, tearing the hoods, delving the panels, smearing the upholstery, and you will have some idea of the state of the cars used in the Belgian army.

Such a condition of affairs is only a natural consequence when one considers the fact that these cars and trucks are most often driven by men who are not only unfamiliar with the construction and operation of the vehicles they are called upon to handle but many of whom are volunteers absolutely without experience in work of this character. It is greatly to be regretted that such is the case, as there are plenty of men shouldering rifles, digging trenches, etc., who have had ample experience which is now absolutely wasted. The British army has attacked the problem in a more systematic way with the result that its motor transportation is much more efficient and much less wastefully administered than is the case in the othe armies.

American Cars Used

Evidently the Belgian supply of cars has not been sufficient for the army's needs, for dozens of Overlands were noted in the convoys, occasionally a Maxwell was seen and staff officers occupied a Packard. It is obvious that touring cars are not the best vehicles for the various services to which they were put, but it was remarkable to note with what success the cars built for passenger carrying were doing duties as varied as carrying King Albert and transporting barbed wire to the front.

England, France and Germany have special types of cars for special kinds of work, each machine being the result of careful thought and study. Belgium, plunged into a defensive war with no warning and little preparation, has had to rely on her touring cars—and has reason to be proud of them. King Albert's army has lost most of its cavalry, it has few transport horses, but it is feeding itself and moving itself in a wonderful manner by means of touring cars.

Belgian Armored Cars

There is another use to which the Belgians have put their more powerful touring car chassis. Minervas, Savas, Excelsiors and Pipes, in particular, have been fitted with a machine gun and armor plating, and have done excellent service in the recent operations. There is nothing at all special about the chassis, and even the armor plating is not a difficult matter. Steel plates of not less than 5 millimeters thickness are built around the chassis, forming a single compartment in the center of which the gun is pivoted. In some cases a revolving turret is fitted, while others merely have a shield in front of the gun, and of course revolving with it. The driver occupies the most central position in the machine and is practically immune from attack except on the complete destruction of the vehicle. He has a view straight ahead through a hinged shutter, and in addition has a small port on the right, level with his head.

In Bombarded Town

Germans were bombarding the town of Furnes when we ran into the beautiful and historic marketplace. It was a curious situation; the weather was ideal; the big square was filled with armored cars, touring cars, and light trucks; French and Belgian soldiers marched through from time to time; officers came and went in cars; American and English newspapermen, driven out by the French and English, found shelter in the Belgian town and marched up and down with camera in hand; refugees with their scanty belongings on bicycles, on wheelbarrows, on frail carts drawn by a dog or a donkey, hastened westward; idlers stood at the street corners—and suddenly a shell burst over the town, coming from nobody knew where.

King Under Fire

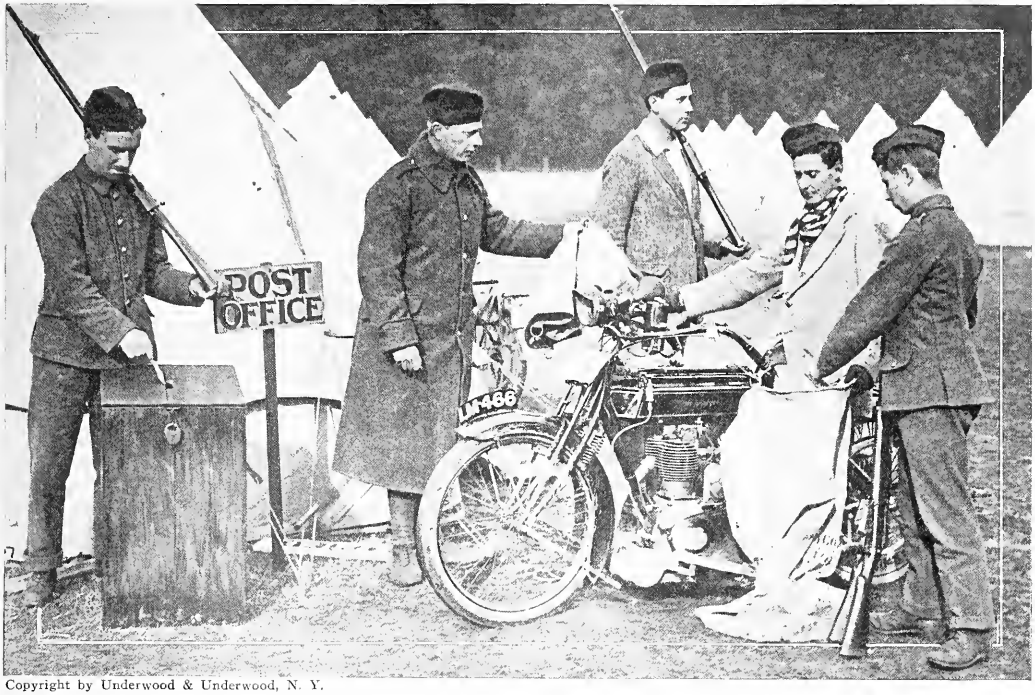
The aim was indifferent for a couple of hours; then the Germons seemed to get the range, for a shell fell on the roof of one of the houses, within 20 yards of where King Albert was standing.

At the top of the tower, built in 1628, and which was being used by the Germans as a target, observers finally got the location of the battery. A force was sent out and within a couple of hours the guns had been silenced and 60 German prisoners were being marched across the square escorted by Algerian cavalry. The guns had been hidden in a farm when the enemy was forced to retreat and a small force had moved forward to operate them until ammunition was exhausted. The soldiers were captured and the civilians who had allowed the farm to be used were shot.

The Retreat

As evening closed in we ran back to French territory over a road blocked with every kind of traffic. Belgian artillery was being sent to the rear, and hundreds of refugees were taking advantage of the gun carriages to set their various bundles on them and walk by

SHOWING HOW IMPORTANT A VEHICLE THE MOTORCYCLE IS IN THE WAR



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A motorcyclist doing duty as a mail carrier in the camp of the English Territorials

their side. Every class of society was represented, from the peasant in rough sabots carrying some clothing tied in a dirty bed sheet, to the comfortable bourgeoise in furs and jewelry. There was no whining or complaining. A man with a big black trunk on a wheelbarrow, his wife bending under a heavy bundle, and each of his four children carrying some domestic article, stopped to relate to a group of soldiers how he had decided to move when a shot had gone right through his house.

Injured Cars and Trucks

French long range artillery moved forward at a brisk trot, accompanied by their ammunition wagons surrounded by jet-black African soldiers who looked cleaner than most of the Europeans and certainly displayed more boyish glee. A wrecked German touring car lay directly across the bank with its radiator but a couple of feet from the canal. It had attempted the previous evening to get through to French territory. One of the new French four-wheel-drive tractors had taken fire and was being stripped by the mechanics of all the parts which might serve for companion machines. Cattle were being driven rearwards by Belgian soldiers who advised the motorists to "charge right at them." In the country left and right of the road barbed wire obstructions had been erected, there were deep trenches behind, then further to the rear more trenches completely covered over.

Sleeping is always a delicate problem at the front. After some difficulty we discovered an attic with two beds in it, a window about a foot square and a roof so low that we could hardly stand upright. The furniture consisted of a broken chair and a dirty comb. As we examined it dubiously the landlady remarked, "Can't you be satisfied with one of the beds?"

All Cars Confiscated

During the night an order was posted in that town that all automobiles, of whatever kind, and without a single exception, must be presented to the gendarmes within 24 hours, under pain of confiscation. We decided to flee from that town. But there was no gasolene to be obtained. Without any warning the military authorities had confiscated the entire stock. After a thorough search we were able to pick up a gallon, which a garage proprietor declared he had found in a touring car, and to discover a gallon of benzol at a grocery store.

Just after crossing the frontier station into Belgium there was an imperative shriek from a Klaxon and a dozen handsome cars came round a bend of the road at a fast clip, driving all other users into the muddy side tracks. The cars carried King Albert of Belgium, President Poincaire, the French and Belgian ministers of war, Lord Kitchener and staff officers of the various armies. Shells had ceased falling at Furnes but were coming down 5 miles to the east. Even this was sufficient to bring many of the peasants back again to their fields and their houses.

Deserted Caterpillar

It was reported that the road was cut up by shells, so we left the car in the village apple market and moved ahead on foot, following the coast road, the possession of which was still disputed. Wreckage was plentiful. By the side of a cobble paved road lay a German motor truck which had been used for bringing infantry forward. In one of the partly flooded fields was a German caterpillar tractor used for hauling guns across country. It was of the same type as

some of the machines used by the French farmers for plowing. The Belgians had opened their dykes and even the caterpillar had become embedded in the mud.

The hiss and clap of shells greeted us at frequent intervals, but such is modern war that there was nothing to indicate where they were coming from or what they were being fired at. When the branches of trees began to fall 30 yards away we thought it best to retire.

While we were doing so some of the famous French heavy artillery came up drawn by their four-wheel-drive gasolene tractors only introduced about a year ago. A couple of miles further back a score of Paris motor buses rumbled past, each one carrying 40 men. Running past one of the French encampments near the Franco-Belgian frontier, we had an example of the extreme mobility made possible by the use of automobiles. A driver hailed us and proved to be a friend in the automobile business. Two days before he had been at the other end of the battle line, 200 miles away. Reinforcements were required at the North Sea end and within an hour hundreds of cars and trucks had been sent out with officers, men, guns and ammunition.

The Rescue

The gasolene problem was becoming acute when luck intervened. A Belgian officer approached the group of which we formed a part and asked if any car was going back into French territory. We siezed the opportunity, volunteering not only to carry him into France but to his final destination, about 50 miles away. With a military order the gasolene was forthcoming immediately, and in much less than two hours we had brought the captain a distance which it would have required 10 or 12 hours to cover by train.

It takes little to disorganize a railroad, while it is practically impossible to disorganize an automobile service.

That run gave us an opportunity to examine some of the London motorbuses in war paint. Daily newspapers long worked up the story of a Hendon bus going into action with its "Glad Eye," "Come over Here," and other advertisement signs. Unfortunately for the newspapermen, the stories were released before the buses had got across the Channel. When they did come over they were hardly recognizable, for every word of advertising matter had been removed, they had been painted a dull gray, the windows had been replaced by boarding, and the only decoration was a bouquet of flowers hung up by some Tommy where the service number usually appeared. Their aspect was very business-like and serviceable.

BRITISH MOTORCYCLE EXPORTS UNAFFECTED

War Makes Small Inroads on English Export Trade—Cycle Exports Fall Off Heavily — American Motorcycle Imports Doubled Over 1913 Figures

Important among the trade announcements from overseas is the following:

While other branches of industry in the United Kingdom have suffered a severe falling off in their exports for the month of October, the motorcycle industry makes a very creditable showing. The cycle trade has fallen off heavily in exports, the figures for October being $82,350, as against $248,150 for the same month last year. Exports of cycle tires have been cut to two-thirds the former figures.

The figures for motorcycles show that this industry has nearly held its own despite the war. The returns for complete machines being $254,910, as against $319,305. The aggregate decline from last year amounts to about $32,000.

Under these circumstances it is surprising and encouraging to the American trade that American imports jumped from 116 machines in October, 1913, to 280 in the same month this year. The value is $60,000, as against $26,670. The Motorcycle and Cycle Trader, from the November number of which these figures were taken, observes that "evidently as the state of affairs in Europe precludes the explanation that the Continental machines are doing an advancing trade with us, the increase must be ascribed to American enterprise."

To gain an increased foothold in England when local concerns are falling off in their sales is a record to be proud of. But it is a record which can easily be bettered.

Whatever the terms of peace may be, however, America will surely witness a great boom at the close of the war.

Chain Drive Triumphs Over Belt Drive

One of the strongest endorsements ever given the chain drive in bringing out most forcibly its unquestionable superiority over any other system of power transmission of motorcycles, appears in a thrilling story of the European war, entitled "The Work of War," by John Roberts Clark, which was published in Collier's Weekly, November 21st. The accompanying paragraph from Mr. Clark's article is a glorious tribute to the chain drive and a correspondingly black eye for the belt drive:

"While the belt drive has practically been abandoned entirely by the American manufacturers, it is still used to a very great extent on foreign machines, and that every one of the belt drive machines should have been put out of commission, every one of the chain machines, although few in number, remained in service, speaks for itself."

While preference has been given to the belt-driven machine by the military authorities heretofore in the selection of couriers, it does not seem possible that they can ignore the situation as disclosed in the article referred to.

Machine Guns for 300 Sidecars

Daily the demand for English motorcyclists to take part in the war grows. Lengthy waiting lists have been disposed of and the hundreds of applicants have been sent across the Channel or kept in service in the military camps at home.

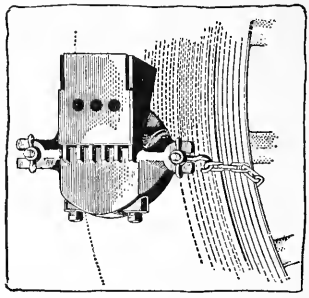
Recently a new call has been issued, according to a statement in Autocycle. Three hundred motorcyclists are wanted to operate sidecar combinations equipped with Scott Maxims. Each outfit requires two men, who will take turns in driving and in working the gun. It is expected that this demand will fire the imagination of the riders across the sea and that the number will be recruited.

Automatic Small Tire Vulcanizer

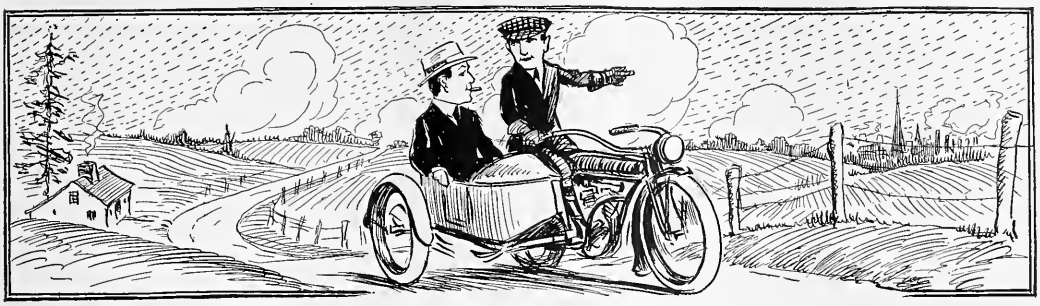
A steam vulcanizer that is intended only for tires 3½ inches and less is manufactured by the National Motor Supply Co., Cleveland, O., and is called the G-Wiz automatic vulcanizer.

The body is of metal, with a water compartment in which is placed the proper quantity of water at the factory; the opening is sealed, refilling being unnecessary. The fire-box is filled with gasolene, which is ignited and allowed to burn out in the usual way. Both tube and casing work can be done.

The list price of the complete outfit is $1.80. From this price a discount of 25 per cent is allowed to dealers.



G-Wiz automatic vulcanizer in action



Relating the Adventures of John Prospect

In Which He is Carried Off in a Sidecar, and the Many Pleasant Things He Learned About Motorcycles, With His Reflections Upon the Question of Buying a Machine

The sixth of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler.

After his narrow escape from buying the worthless C-D single-cylinder machine, John Prospect quieted the motorcycle bee which had been buzzing, sometimes loudly and sometimes softly, under his hat for the past six weeks and settled down to business.

Business was not extra good in Highville just then and John found that he had to keep his nose to the grindstone in order to get results. He stayed at the bank after hours on certain days and did some night work.

One afternoon early in December, when he was feeling more like sleeping than staying on the job, his telephone bell jingled loudly and he put down his pen to answer it.

"Hello!" said a voice, "is this Mr. Prospect? This is Tom Bentley of the X-Z agency."

"I can't come there," responded Prospect crossly; "I am too busy now."

"We are all busy now," came the voice; "this is a record season for the X-Z. But I thought that you might like to take a little trip out in the country in a sidecar with me. It's a fine warm day and we'd be perfectly comfortable."

Bentley Seizes the Opportunity

Now Prospect had a headache, and he felt tired all over, so his temper was not what it should have been.

"No," he declined. "Sorry, but I have to go out of town to see somebody this afternoon and I'm late now."

"Where are you going?"

"Out to Fairview by trolley. Goodbye."

"Hold on!" exclaimed Bentley quickly. "If you are going to Fairview you'd better come with me, because the trip by trolley takes 40 minutes and my X-Z will take you there in 25. I'll come right around to the bank and pick you up."

Prospect Becomes Enthusiastic

Prospect wavered. He felt as if a ride in the air would take away his headache, and a motorcycle appealed to him as a pretty good way to travel.

"Well, if you are not busy——"

"Certainly not," answered Bentley cheerily. "I want to take a ride myself —always do these days—and I should be pleased to take you. I'll be at the bank entrance in 10 minutes with the sidecar."

"That's very good of you."

"Not at all."

In just 10 minutes John was stowed away snugly in a neat-looking sidecar with a fur rug over his knees, while Bentley started the motor. In a moment more they passed down Main street and turned out into one of the roads leading to Fairview.

Prospect has been prepared for jolting and bumps, but to his surprise the car bounded along smoothly over the pavement with only a gentle rocking of the springs. The engine also, instead of making a lot of noise, buzzed quietly to itself except in climbing hills, when it went br-r-rummph, b-r-rummmph! He sat back in the comfortable seat and found that his headache felt better already.

"Do you make trips like this often?" asked Bentley, as they left the city and moved out into the open roads.

"Pretty often; possibly half a dozen a week. But that's a fine machine of yours; it makes less noise than I thought it would."

Bentley laughed cheerfully and speeded up a little.

"Oh, if I pulled the cutout it would make racket enough, but for real smooth running you ought to see the 1915 models—this is last year's, you know. But then it's been taken care of, and I got the motor to running pretty smooth now."

"It's powerful enough," observed Prospect as they mounted a steep grade without losing speed.

"Powerful?" Well, it ought to be, with 10 horsepower pulling it. This hill is nothing; you should see it go up the grade over near Parkwood."

"Can you make that? I thought all the autos had to go it on second."

"They do—most of them, that is; but you will find that a two-wheeler can hold its ground with any motor car in climbing. Now watch this second speed here——"

Bentley Explains His Machine

And Bentley began to explain the control of the machine, showing how the spark, gas, clutch and brake were operated. He speeded up a bit along a smooth stretch of road to give his passenger a taste of the speed the machine was able to develop, and manipulated the clutch on up-grade and down-grade.

Prospect became so interested in the machine that he forgot all about his headache, and was really surprised when they reached Fairview.

He finished his visit as quickly as possible and hurried back to where Bentley was waiting with the motorcycle.

On the return trip the dealer again demonstrated the control of the machine, laying particular stress on the improvements which, he assured Prospect, were carried out in the 1915 models. For a while Prospect sat back in the sidecar and enjoyed the feel of the cold air on his face and listened to the steady hum of the motor . His headache had now disappeared entirely and he felt as if he had been made over. In fact, the fresh air forced down into his lungs by the motion of the machine had cleared out all the bad air that he had been breathing indoors at the office.

"Like to try it for a while?" suggested Bentley as they neared a deserted stretch of the road.

In a moment Prospect was out of the car and into the saddle. At the first turn of his wrist the machine shot away so fast that Bentley cautioned him to go slower. From that point on Prospect sat as if in a dream while the miles flew by behind, and he manipulated the machine according to the other man's directions.

Prospect Learns a Few Things

As they passed village after village and shot up hills and coasted down, John forgot business worries; his chest expanded several inches, and he began to take full breaths of the fresh, cold air. He forgot all about the time until it grew so dark that he could not see the road in front. Then Bentley lit the lamps, and they returned to the X-Z store in Highville.

"What did you think of it, Mr. Prospect?" asked Bentley, as they inspected the machine after the trip. "Don't you think it beats the trolley?"

"The trolley can't touch it!" answered Prospect. "I had no idea that those machines were so easy running. I thought that the rider was all shaken up on account of the vibration."

"Lots of people think that until they try a motorcycle. They don't seem to realize that the motorcycle has been progressing just as fast as the motor car. The new spring forks, and the cushion spring saddles have made the motorcycle one of the most comfortable riding machines."

"I would like to have one every time I take a trip around the country on business," laughed Prospect.

"Well, why don't you? A man in your position must have some way of getting around quickly and at short notice. A motor car will cost you at least three times as much as one of our new 1915 twins, and will cost you from three to four times as much to run. You see, the cost of running a motorcycle is roughly two-thirds of a cent a mile for fuel, and at the end of a year's riding the total cost is only about a cent a mile, including tires, but then, of course, that depends on how the machine is handled, whether the rider speeds over bad roads or saves the machine, or whether it is used in the city or country. City pavements, of course, save tires."

"What about repairs?"

The Question of Repairs

"Oh, we have so much confidence in the X-Z that we will repair, free of charge, any defects which can be traced to the machine. Of course, if the rider meddles with the engine, or busts the carburetter by tinkering with it, that's another matter. We tell him to leave everything alone unless he is a trained technical man and not try to fix anything by himself, but to bring the machine to us every once in a while to look over. You need have no worry about repairs."

Prospect looked at the dealer thoughtfully.

"On your figuring," he said, "it looks as though I would save money in traveling by getting a motorcycle. Now I have to use the trolley, which is slow, or hire a taxi at a pretty stiff price."

"You would certainly save money," agreed Bentley quickly. "And by keeping your mount in Brown's garage in the same street you could start in five minutes instead of waiting fifteen for the trolley or being obliged to 'phone for a taxi. Then, think of the fun you'd have on those trips. Why they would be play, not work. And it would be fine for your health—best thing in the world to keep a man healthy."

He Plans to Save Doctor's Bills

"I pay a doctor about four dollars a week now," sighed Prospect.

"You would save that after a few weeks out in the air on a two-wheeler. It looks to me as if you were about due to get one, and when you do get an X-Z you'll know that the initial cost will be the only one except for oil and gas."

"How about accessories? One dealer told me that I would need about $500 worth of accessories, including clothes, shoes, lighting outfit, sidecar, speedometer, horn, pump, vulcanizer, carrier and tandem, primer and oil gun, extra tools and a book of instructions about the engine. Then he said that I would have to get a license tag and a life insurance policy in order to get full enjoyment out of my machine."

"It must have been a queer one, all right," commented Bentley. "But you won't need half of those things. After you've bought the machine and ridden it a bit you'll know what will be necessary better than I can tell you now. About clothes, for instance. You won't want to rig yourself out in a khaki suit to go around on business trips; just wear whatever clothes you like. I do it, and keep clean."

Prospect noted that Bentley was dressed in ordinary street clothes of a good cut, and that he had kept clean throughout their ride.

"It's very important to me that I keep neat in traveling around, because if it is going to dirty me up a lot why I can't do it."

The Question of Price Comes Up

"If that's all that keeps you from buying a machine I'll be delivering the goods at your house tomorrow," laughed the dealer.

"I wish you were," sighed Prospect, "but I am short of cash just now and two hundred and odd dollars would make too much of a hole in my pile."

"Well, if you find you can't afford a new twin now, why not get a single to start with and then trade it in for a twin next year?"

"Even a single would take most of my extra dough, and the family must have bread, you know."

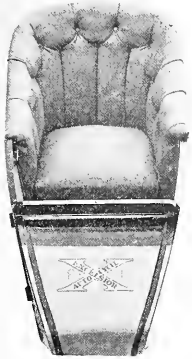
"Of course. But I have a line of used X-Z's that will fit any price you want to pay. It's not so much the price of the first machine that counts. What I want to do is to get you for an X-Z rider, and then you will never want any other make."

Prospect nodded.

"Well, suppose you let me think it over tonight and then tomorrow I'll see what you have in the way of used machines. Thank you for the ride."

"We'll have another tomorrow," said the dealer, as he walked to the door with Prospect.

"It looks as if I am going to part with the price of a motorcycle," mused Prospect on his way home. "It's near Christmas time and my kids are just about old enough to enjoy a machine like that better than a lot of toys which they would be sure to break the next day.. I'll surprise them with it."



Views of New Svensgaard Product, Showing Body Lines, and Seat for Child

SVENSGAARD SIDECAR ON SALE JANUARY 1ST

The Harry Svensgaard Corporation, state agents for Michigan for the Excilsior motorcycles, will on January 1 place on the market, through the dealers all over the country, a new sidecar, designed by Svensgaard.

It will be made in both commercial and pleasure forms, with separate chassis, but arranged to be attached to any motorcycle on the market. Halftones of both commercial and pleasure bodies are shown herewith.

The commercial body is built for city use only and will have a special chassis with a one-width tread of 44 inches. The pleasure car will have an adjustable tread in order that the sidecar may be adapted to varying types of roads encountered in long runs. It can be adjusted from 44 to 56 inches, making it possible for the car to straddle the ruts on a stretch of bad road, while the motorcycle is riding the smooth path alongside.

The commercial car is intended for delivering light but bulky articles. It has a platform in front and can be loaded inside, on top, which is guarded by a brass railing, and on the platform, also railed.

The distinctive feature of both commercial and pleasure cars, in which it is claimed that its superiority lies, is that the bodies have a frame of steamed bent wood, a single piece following all the lines of the body. This gives the body solidity, making it immune from damage through such slight collisions as sidecars generally are subjected to and giving it sufficient stability to carry a windshield as readily as an automobile will. The pleasure car is nicely upholstered in leather, or cloth, and has a child's seat in front of the large seat, which can be folded and placed under the large seat when not in use. The cars are made by one of the largest manufacturers of automobile bodies in the United States. The Svensgaard corporation retains complete control of the product, however, the manufacturers producing them on contract. They are being manufactured now, but owing to the fact that two or three patents have not yet been received they are withheld from the trade until January first.

On a Sideseat Honeymoon

Deciding that they wanted to spend life together, Alfred Elkton and his prospective bride boarded a Miller Triplex side seat in Reading, Pa., and went to Elkton, Md., to be married. They found that they could sit closer together in a side seat than in a sidecar, so they traveled in this fashion, and needless to say the machine made speed.

They liked this new vehicle of wedded bliss so much that they stayed in it all during the honeymoon.

Probably their friends tied a few old shoes and ribbons to the motorcycle, but this did not mar their happiness.

Amana Society Handles Bicycles

The Amana Society of High, Iowa, have added a line of bicycle and motorcycle accessories. The Amana Society has a history, for it originated in Europe in 1716, whence it settled in the State of New York in 1840. In 1852 it moved to Iowa to its present location.

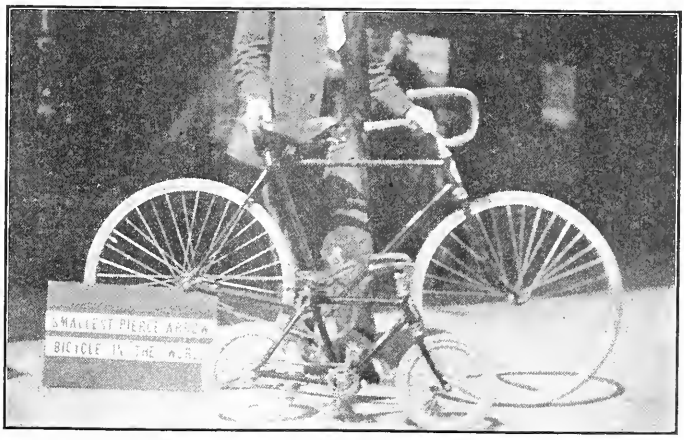
G. R. Myers is calling on the cycle trade throughout the state in the interset of the Amana Society. He has met with great success, sales being double beyond what was expected. Sales for Amana bicycle tires are exceptional.

Texas Distributer of Pierce Bicycles

No, gentle reader, this is not a photograph of a headless man, neither is it an example of editorial cussedness. The portrait is reproduced as it was received and shows all but the "top piece" of E. J. Cortines, who is the head and shoulders of the Cortines Supply Co., of Dallas, Tex., which concern is the distributer in the Lone Star State of Pierce bicycles. Cortines is shown with a regular model Pierce and with the miniature Pierce which he carries as a sample when traveling around the state. Cortines and his company have been very successful in disposing of Pierce bicycles and are enthusiastic boosters of the line.

Milwaukee Concern In New Quarters

The Standard Cycle Co., of Milwaukee, Wis., formerly located in the premises 185 3rd street, have moved into large quarters in the very fine store opposite the City Hall on Water street. The company has a retail and jobbing business.



E. J. Cortines and His Pierce Arrow sample—which is the smallest made

CHARLESTON'S CLIMATE BOOSTS DONNELL'S BICYCLE TRADE

With palm trees edging its Battery and bananas hanging from trees in the hotel courtyard, Charleston, S. C., may well claim to be an all-year cycling town. This is the reason why there are no phonographs, baby carriages or sewing machines sold by B. W. Donnell & Son, who run a store with a 50-foot front on King street.

Mr. Donnell has been at the same address for 13 years, and whether or not it be in defiance of the hoodoo, he is doing a bigger business than ever before. And it is a business of goodly proportion. A large stock of wheels is carried and high-grade ones. Readings, Popes and Iver Johnsons seem his favorites. A dozen "truss frames" were just coming in and were standing in their crates when the Bicycling World and Motorcycle Review representative called.

The stock of tires looked like a factory's supply and these were being added to in spite of the time of year when manufacturers begin to think of hibernating.

"Do you sell on installments?"

"Almost entirely. We ask a deposit in proportion to the price of the wheel; usually from $5 to $15, and if we think the credit is bad we make the purchaser leave his wheel in our rack until the payments are completed. When we release the wheel it is on a rental basis, whereby the installments are considered as rent, applying on the purchase."

"How are colored boys on a proposition of this kind?" I asked, with the knowledge that 60 per cent of the city's population were such.

"Fine; better than the whites," replied Donnell. "Many are sold to boys employed by the telegraph companies; these are used in delivering messages, and, in fact, most all of the bicycles in this city are used commercially."

"Why don't you sell commercial carriers or display them more prominently?"

"We sell a few wire baskets for school children, but most of the shop keepers seem to want to put their regular wicker baskets on, and we fix up brackets from the handlebars so that this can be done."

An inquiry as to the introduction of pannier baskets did not seem to bring a response and I did not pursue the subject out of respect for the local conservatism. At this point in the interview a wheel was brought in with a broken chain. Donnell did not wait for the rider to explain that he wanted it mended, but immediately called a man from the large repair-shop in the rear and gave instructions to do the job instantly. In five minutes the rider was passing out with his repaired machine.

Donnell thinks that he is successful because he has outlived his competitors, but there is a reason for this, and it probably lies in the fact that the boss' desk is in the front store and he not only sees everyone who comes in but gives his personal attention to their wants.

His idea of running a repair-shop is to keep the wheels in commission continuously by doing the repair work as it should be done.

In reply to the question why motorcycles were not added to his line it was learned that they were just beginning to come in and that the roads were considered the obstacle to their immediate introduction.

SELLING A 1914 MODEL AT THE SEASON'S CLOSE

Out in the Middle West there is a motorcycle dealer who came up to November first and found that he had but one 1914 model left on his floor.

He was mighty anxious to sell that model for he knew that the longer he kept it the harder it would be to sell. He had in mind the 1915 models which would be along soon and he wanted to start the 1915 season with a "clean slate."

How did he turn the trick?

He looked around for a rider who had a 1913 model in good condition and induced him to trade his 1913 model, with a cash bonus, for the 1914 model, says the bulletin of the National Motorcycle Dealers Information Bureau.

Just before the start of a parade recently held in Madison, Wis.

Of course, he may have to carry the 1913 model for a little while before he sells it, but he will sell it in the long run, as a rebuilt machine, and in the meantime he has got at least a part of his money out of the 1914 machine.

The idea is this: He knew he couldn't sell the 1914 model to a man who was already thinking about buying a new motorcycle, for that man would be waiting for the 1915 models.

And so he had to look around for someone who was not thinking about buying a 1915 model, and who was still a possible buyer of a motorcycle.

The dealer found his man in the owner of a good 1913 machine. That owner hadn't even thought of buying a new motorcycle. The one he had was "good enough" for him. But when the dealer suggested the trade—he was quick to grab it.

The dealer would not have considered such a trade at this time for a 1915 machine—but for a 1914 model—well, that was different.

This is an instance in which a dealer used his head and solved a problem to his advantage.

Washington Club Gains Members

At a recent business meeting of the National Capitol Motorcycle Club, Washington, D. C., the limit of 30 which had been placed on the club's list of active members, was removed and the membership of the club is again open to the riders of Washington and vicinity. This action was found necessary because of the objection of a number of applicants to be placed on the waiting list until a vacancy was created.

Members are contributing liberally to a fund which is to be used to refurnish the clubrooms. New equipment throughout will be installed, including a number of amusement devices, and the club's quarters will be a popular place among the bachelor members during the winter months.

Terre Haute (Ind.) Motorcycle Club members chose new officials for the coming year recently. R. Forbeck is to be president, E. Sweringen secretary and O. Tipton treasurer.

Bronx Clubs Get Together

A get-together meeting of the motorcyclists of the Bronx, New York City, was held Wednesday night, November 11th, at the rooms of the Progressive Motorcycle Club, which was well attended by riders and representatives of the Crotona, Concourse and Yonkers motorcycle clubs.

The meeting was presided over by O. C. Berckhemer, and addresses were made by J. A. Hall and G. Ellis, of the F. A. M.

The amalgamation of all the clubs in the Bronx was proposed and met with instant favor. The following committees were appointed to represent the interest of the various clubs: Progressive Motorcycle Club, W. Stewart and M. Weinberg; Crotona Motorcycle Club, B. Goldstein and F. Christman; Concourse Motorcycle Club, G. McNally and R. A. Thomas. Unattached riders, J. Larson and G. Beesing.

The object is to promote a fraternal spirit among the riders and get them in one organization with a central meeting place where grievances and suggestions can be brought up and acted on. As it is now, the Bronx abounds with clubs, principally dealers' clubs, none of them large enough to be of importance or large enough to promote a run or race-meet and entirely dependent on the dealer for existence.

On Wednesday, December 2nd, a meeting will be held in the rooms of the Crotona Motorcycle Club, at 182nd street and Majes avenue, which will be presided over by J. A. Hall. Every rider should be there, for matters of importance to all riders will be taken up. The meeting will also be the occasion of an informal reception when all those present will be the guests of the Crotona Motorcycle Club.

Schenectady Club Plans Entertainments

The Schenectady Motorcycle Club had its evenings of festivities, of dances, turkey suppers and smokers. But the committee was not content with this; they got together and decided that something else was needed to while away the winter evenings.

A. P. Strogonoff. Emblem dealer

The club has started a series of educational talks to interest the members and to give them instruction in motorcycle lore. Models have been sent for from factories, showing cut-away sections, and able local technical men will give the talks in the evenings to members. Local boys will tell stories of interesting and exciting trips and moving pictures will be shown.

A. P. Strogonoff is active in getting up these evenings for the club. Strogonoff has given up his touring for a while to devote all his energies to selling his favorite mount, the Emblem. For five years he has been connected with the General Electric Co. of Schenectady, N. Y., in their drafting and engineering offices. He is well fitted for his work, as he received a thorough education in technical schools abroad and his famous tours have given him a personal knowledge of the motorcycle that would be difficult to beat.

His present location is at the Motorcycle Exchange, 22 Frank street, Schenectady.

Maryland Club Discusses F. A. M.

The Maryland Motorcycle Club, of Baltimore, Md., will hold an important meeting on Wednesday, December 2, when the question of withdrawing from the F. A. M. will be decided. There has been a division of opinion among the members as to whether affiliation with the national body has been an advantage or a detriment to the club. This club is the leading motorcycle organization in Maryland and if the majority of the members decide to sever connection with the F. A. M. their action will have a strong influence upon the other smaller clubs.

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Directory of Cycle Trades Products

This is our first publication of what is intended to be a complete Directory of all products used in the cycling trades. We make no claim for its perfection and would appreciate criticism from manufacturers as to their listing and that of other companies. It is our intention to reprint this Directory at intervals in the hope that it will be found of assistance to our dealer subscribers. : : : : :

BEARINGS—BALL AND ROLLER

American Ball Co., 115 Clifford St., Providence, R. I.
Auburn Ball Bearing Co., 29 Elizabeth St., Rochester, N. Y.
Ball & Roller Bearing Co., Danbury, Conn.
Bantam Anti-Friction Co., Bantam, Conn.
Barthel & Daly, 1790 Broadway, New York, N. Y.
Bower Roller Bearing Co., Detroit, Mich.
Bretz Co., J. S., 250 West 54th St., New York.
Fafnir Bearing Co., New Britain, Conn.
G.-A. Ball Bearing Mfg. Co., 342 No. Sheldon St., Chicago, Ill.
Harris & Reed Mfg. Co., 1500 W. 15th St., Chicago, Ill.
Imperial Bearing Co., 1217 Forest Ave., East, Detroit, Mich.
Marburg Bros., Inc., 1790 Broadway, New York.
NEW DEPARTURE MFG. CO., Bristol, Conn.
Norma Co. of America, 1790 Broadway, New York, N. Y.
Rhineland Machine Works Co., 1737 Broadway, New York, N. Y.
R. I. V. Co., New York, N. Y.
S. K. F. Ball Bearing Co., 50 Church St., New York, N. Y.
Standard Machinery Co., Cranston, R. I.
Standard Roller Bearing Co., Philadelphia, Pa.
STAR BALL RETAINER CO., INC., Lancaster,

BALL RETAINERS

STAR BALL RETAINER CO., INC., Lancaster, Pa.
STEVENS & CO., 373 Broadway, New York.

BATTERIES (DRY)

American Ever Ready Co. (National Carbon Co.), 304 Hudson St., New York, N. Y.
French Battery & Carbon Co., Madison, Wis.
Hi-Po Waterproof Battery Co., 1007 Atlantic Ave., Brooklyn, N. Y.
Manhattan Electrical Supply Co., 17 Park Place, New York, N. Y.
National Carbon Co., Cleveland, O.
Nungesser Carbon & Battery Co., 1170 E. 38th St., Cleveland, O.
Stackpole Carbon Co., Saint Mary's, Pa.
Standard Carbon Co., Los Angeles, Cal.
U. S. Auto Battery Co., 60 Warren St., New York, N. Y.

BATTERIES (STORAGE)

American Battery Co., 1134 Fulton St., Chicago.
American Ever Ready Co. (National Carbon Co.), 304 Hudson St., New York, N. Y.
Ampoo Battery Co., 3031 So. Michigan Ave., Chicago, Ill.
Ashbrook, J. F., Electrical Mfgrs., 2639 Emmett St., Chicago, Ill.
Cook Railway Signal Co., 1793 So. Broadway, Denver, Colo.
Cosmos Electric Co., 136 Liberty St., New York.
Electric Storage Battery Co., 19th St. and Allegheny Ave., Philadelphia, Pa.
Electric Storage Battery & Mfg. Co., 130 Opera Place, Cincinnati, O.
Essex Storage Battery Co., 272 Halsey St., Newark, N. J.
Fermoile Johnson Storage Battery Co., Inc., 445 3rd St., Niagara Falls, N. Y.
Hirsch Electric Mine Lamp Co., Philadelphia, Pa.
Hughes, Wessling Co., 4642 Ravenswood Ave., Chicago, Ill.
Multiple Storage Battery Co., 427 W. 50th St., New York, N. Y.
National Carbon Co., Cleveland, O.
Premier Electric Co., 4032 Ravenswood Ave., Chicago, Ill.
REX BATTERY CO., 2505 S. State St., Chicago.
Silvey Electric Co., 10 So. Canal St., Dayton, O.
Titan Storage Battery Co., Newark, N. J.
Willard Storage Battery Co., Cleveland, O.

BELLS

BEVIN BROS. MFG. CO., East Hampton, Conn.
Lamb Mfg. Co., Winsted, Conn.
MOSSBERG CO., FRANK, Attleboro, Mass.
NEW DEPARTURE MFG. CO., Bristol, Conn.

BELT IDLERS

ECLIPSE MACHINE CO., Elmira, N. Y.

BELTING

Chicago Belting Co., Chicago, Ill.
Chicago Rawhide Mfg. Co., 1301 Elston Ave., Chicago, Ill.
Graton & Knight Mfg. Co., Worcester, Mass.
Hide, Leather & Belting Co., 227 S. Meridian St., Indianapolis, Ind.
New York Leather Belting Co., 51 Beekman St., New York, N. Y.
Shoemaker & Son, W. H., 36 Vesey St., New York, N. Y.

BENT PARTS

CONSOLIDATED MFG. CO., Toledo, O.

BICYCLES

Acme Brass Works, 1427 Carroll Ave., Chicago.
Arnold, Schwinn & Co., 1718 North Kildare Ave., Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
DAVIS SEWING MACHINE CO., Dayton, O.
Deninger Cycle Co., Rochester, N. Y.
EMBLEM MFG. CO., Angola, N. Y.
EXCELSIOR CYCLE CO., Chicago, Ill.
Fowler-Manson-Sherman Cycle Mfg. Co., Chicago, Ill.
Gendron Wheel Co., Toledo, O.
Grady & Co., J. W., Worcester, Mass.
Great Western Mfg. Co., La Porte, Ind.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Manufacturers Supplies Co., Cherry and Juniper Sts., Philadelphia, Pa.
Mead Cycle Co., Chicago, Ill.
MIAMI CYCLE & MFG. CO., Middletown, O.
National Cycle Mfg. Co., Bay City, Mich.
PIERCE CYCLE CO., Buffalo, N. Y.
Pope Mfg. Co., Westfield, Mass.
READING CYCLE MFG. CO., 7th and Chestnut Sts., Reading, Pa.
Rome Bicycle Mfg. Co., Rome, N. Y.
Snyder Mfg. Co., H. P., Little Falls, N. Y.
Strohm & Bro., W. A., 1612 W. Lake St., Chicago, Ill.
Toledo Metal Wheel Co., Toledo, O.
Vim Cycle Hardware Co., 137 Broadway, Buffalo, N. Y.
Worthington Co., Elyria, O.

BICYCLES—COMMERCIAL

JONES & NOYES, Chicago, Ill.
Mead Cycle Co., Chicago, Ill.

BICYCLE BOOSTER

SMITH CO., A. O., Milwaukee, Wis.

BICYCLE FORKS

Standard Welding Co., Cleveland, O.

BICYCLE GRIPS

Essex Rubber Co., May and Beanes St., Trenton, N. J.
Peckham Co., O. T., Grand Rapids, Mich.
Peterlein, C. E., 344 Commerce Ave., Grand Rapids, Mich.

BICYCLE HOLDERS

Three-in-One Oil Co., 42 Broadway, New York.

BICYCLE REPAIR HANGER

A. & J. Mfg. Co., 559 W. Lake St., Chicago, Ill.
STEVENS & CO., 375 Broadway, New York.

BOWDEN CABLE

Bretz Co., J. S., 250 West 54th St., New York.

BRACES

Wilson Novelty Works, L., Chicago, Ill.

BRACKETS—TANK

Clark Mfg. Co., W. F., 3550 W. 23rd St., Chicago.
Oberwegner Motor Co., 813 Jefferson Ave., Toledo, O.

BRAKE LINING

American Asbestos Co., Norristown, Pa.
Asbestos & Rubber Works of New Jersey, 11th and Linden Sts., Camden, N. J.
Axwell Equipment Co., 421 Wood St., Pittsburgh.
Carey Co., Philip, Lockland, Cincinnati, O.
Cork Insert Co., 164 Federal St., Boston, Mass.
Essex Rubber Co., May and Beakes St., Trenton, N. J.
Horton Mfg. Co., F. L., 36 Whittier St., Boston, Mass.
New York Leather Belting Co., 51 Beekman St., New York, N. Y.
Royal Equipment Co., Bridgeport, Conn.
Russell Mfg. Co., Middletown, Conn.
Staybestos Mfg. Co., Germantown, Philadelphia.
Woven Steel Hose & Rubber Co., Trenton, N. J.

BRAZING OUTFITS

A. & J. Mfg. Co., 559 W. Lake St., Chicago, Ill.
Hauck Mfg. Co., 140 Livingston St., Brooklyn, N. Y.

CARBON REMOVER

Krombs & Co., 173 No. Green St., Chicago, Ill.
Worko Co., 127 Oak St., Racine, Wis.

CARBURETTERS

Air-Friction Carburetor Co., Dayton, O.
Breeze, Geo. A., 621 Bellevue Ave., Detroit, Mich.
Breeze Carburetor Co., Newark, N. J.
Byrne, Kingston & Co., Kokomo, Ind.
Camden Anchor-Rockland Mach. Co., Camden, Me.
Detroit Lubricator Co., Detroit, Mich.
Funke Co., Inc., Herbert F. L., 116 Broad St., New York, N. Y.
G. & A. Carburetor Co., 450 Sixth Ave., New York, N. Y.
Gardner Carburetor & Brass Wks., Shreveport, La.
Gleason-Peters Air Pump Co., 255 Classon Ave., Brooklyn, N. Y.
Heitger Carburetor Co., Indianapolis, Ind.
Holley Bros. Co., 131 Rowena St., Detroit, Mich.
Holtzer-Cabot Electric Co., Brookline, Mass.
J.-B. Carburetor Co., 1844 So. Main St., Los Angeles, Cal.
K.-C.-B. Co., 707 Woodward Ave., Detroit, Mich.
Longuemare Carburetor Co., 246 W. 59th St., New York, N. Y.
Master Carburetor Corp., 944 Woodward Ave., Detroit, Mich.
National Accessory Co., Salem Depot, N. H.
Senrab Carburetor Co., Inc., Sea Cliff, L. I.
Shakespeare Jr. Co., Wm., Kalamazoo, Mich.
Shain, Chas. D., Station I., Brooklyn, N. Y.
Siro Carburetor Mfg. Co., 122 Pleasant St., Northampton, Mass.
Wheeler & Schebler, Indianapolis, Ind.
Zenith Carburetor Co., Detroit, Mich.

CARRIERS—BICYCLE

Andrews Wire & Iron Works, Rockford, Ill.
CYCLE MFG. & SUPPLY CO., Chicago, Ill.
Des Moines Mfg. Co., Des Moines, Ia.
DOW WIRE & IRON WORKS, Louisville, Ky.
Edwards & Crist Mfg. Co., The, Chicago, Ill.
EXCELSIOR CYCLE CO., 166 N. Sangamon St., Chicago, Ill.
Hall Cycle & Mfg. Co., The A. J., 3732 West 25th St., Cleveland, O.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
JONES & NOYES, 153 Austin St., Chicago, Ill.
NEW YORK SPORTING GOODS CO., 15 Warren St., New York.
Reed Company, Inc., Mayfield, Cal.
Wald Mfg. Co., Sheboygan, Wis.

CASTINGS

Manufacturers Foundry Co., Waterbury, Conn.
Racine Foundry Co., Racine, Wis.

CEMENTS

Benoit & Co., Constant, Brooklyn, N. Y.
Goodrich Co., B. F., Akron, O.
GOODYEAR TIRE & RUBBER CO., Akron, O.
M. & M. Mfg. Co., The, Akron, O.
National Rubber Co., 4414 Papin St., St. Louis.
National Cement & Rubber Co., 800 S. St. Clair St., Toledo, O.
Tingley & Co., C. O., Rahway, N. J.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. Y.
VAN CLEEF BROS., Chicago, Ill.

CHAINS

Baldwin Chain & Mfg. Co., 199 Chandler St., Worcester, Mass.
Culver Taylor Chain Co., 140 Madison Ave., Detroit, Mich.
DIAMOND CHAIN & MFG. CO., Indianapolis, Ind.
DUCKWORTH CHAIN & MFG. CO., 41 Mill St., Springfield, Mass.
Frasse Co., Peter A., 417 Canal St., New York.
Funke Co., Herbert F. L., 110 Broad St., New York, N. Y.
MORSE CHAIN CO., Ithaca, N. Y.
Whitney Mfg. Co., Hartford, Conn.

CHAIN GUARDS

International Stamping Co., 1852 West Austin Ave., Chicago, Ill.
Rastetter & Sons, Louis, Fort Wayne, Ind.

CHAIN TOOL

Bean Co., The, Berea, O.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
STEVENS & CO., 375 Broadway, New York.

CLOTHING

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Aurora Uniform Co., Aurora, Ill.
Automobile Apparel Co., Portchester, N. Y.
Bird, Jones & Kenyon, Utica, N. Y.
Blauvelt Knitting Co., 280 Plane St., Newark, N. J.
Cook & Bros., E. C., 1301 Carroll Ave., Chicago.
Ellsworth & Thayer Mfg. Co., 336 Broadway, Milwaukee, Wis.
Enck & Keys Mfg. Co., Ashland, O.
Gem Shirt Co., The, Fifth St., West, Dayton, O.
Hall & Co., R. S., Versailles, O.

Hill Mfg. Co., Richard F., 219 High St., Newark, N. J.
Kraft Knitting Co., 148 E. Exchange St., Akron, O.
Lamm Bros., 341 No. Gay St., Baltimore, Md.
Loewenburg & Co., 58 Golden St., Newark, N. J.
Motorcycle Equipment Co., Hammondsport, N. Y.
Nathan Novelty Co., 88 Reade St., New York.
Rosenwald & Weil, 508 So. Franklin St., Chicago, Ill.
Star Storm Front Co., Troy, O.

COASTER BRAKES

BUFFALO METAL GOODS CO., Buffalo, N. Y
CORBIN SCREW CORPORATION, New Britain, Conn.
ECLIPSE MACHINE CO., Elmira, N. Y.
MIAMI CYCLE & MFG. CO., Middletown, O.
NEW DEPARTURE MFG. CO., Bristol, Conn.

COILS

BOSCH MAGNETO CO., 223 W. 46th St., New York, N. Y.
Knoblock-Heideman Mfg. Co., South Bend, Ind.
Kokomo Electric Co., Kokomo, Ind.
Lemke Electric Co., 280 Lake St., Milwankee, Wis.
Pfansteihl Electrical Laboratory, North Chicago.
Pittsfield Spark Coil Co., Dalton, Mass.
SPLITDORF ELECTRICAL CO., 98 Warren St., Newark, N. J.

COMMERCIAL VANS

Davis Side Car Co., P. M., 6724 Yale Ave., Chicago, Ill.
HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis.
Majestic Mfg. Co., Worcester, Mass.
READING STANDARD CO., Reading, Pa.
Shapiro-Michaelson Motor Co., Minneapolis, Minn.

COMMERCIAL VANS—BICYCLE

Simplex Machine Co., Brooklyn, N. Y.

CRANK HANGERS

A. & J. Mfg. Co., Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
Great Western Mfg. Co., La Porte, Ind.
STEVENS & CO., 373 Broadway, New York.

CYCLOMETERS

NEW DEPARTURE MFG. CO., Bristol, Conn
Veeder Mfg. Co., The, 60 Sargeant St., Hartford Conn.

CYLINDERS

Ferro Machine & Foundry Co., Cleveland, O.
Manufacturers Foundry Co., Waterbury, Conn.
Racine Foundry Co., Racine, Wis.
Wisconsin Cylinder Foundry Co., Racine, Wis.

DELIVERY VANS—MOTORCYCLE

Flxible Side Car Co., Loudonville, O.
HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis.
HENDEE MFG. CO., Springfield, Mass.
READING STANDARD CO., Reading, Pa.
Rogers Mfg. Co., 326 W. Madison St., Chicago.

DROP FORGINGS

CONSOLIDATED MFG. CO., 1730 Fernwood Ave., Toledo, O.
Williams & Co., J. H., Brooklyn, N. Y.

ELECTRIC LIGHTING SYSTEMS

BOSCH MAGNETO CO., 223 W. 46th St., New York, N. Y.
Bumiller Co., The Herman, Cincinnati, O.
HAWTHORNE MFG. CO., INC., 32 Spruce St., Bridgeport, Conn.
Hughes, Wessling Co., 4642 Ravenswood Ave., Chicago, Ill.
Jenkins & Co., Des Moines, Ia.
Kendall Co., M. S., 1203 Majestic Bldg., Detroit, Mich.
Marburg Bros., 1790 Broadway, New York, N. Y.
Maxivolt Primary Battery Co., 200 Fifth Ave., New York, N. Y.
New Lite Mfg. Co., 1200 New Lite Bldg., Newton, Iowa.
Remy Electric Co., Anderson, Ind.
REX BATTERY CO., 2505 S. State St., Chicago, Ill.
SPLITDORF ELECTRICAL CO., 98 Warren St., Newark, N. J.
Vesta Accumulator Co., 2100 Indiana Ave., Chicago, Ill.
Ward Leonard Electric Co., Bronxville, N. Y.

ENAMELS

Adams & Elting Co., 716 Washington Blvd., Chicago, Ill.
Arnstein, Inc., Eugene, 4611 Wentworth Ave., Chicago, Ill.
Benoit, Constant, Station O., Brooklyn, N. Y.
National Cement & Rubber Co., 800 So. St. Clair St., Toledo, O.
VAN CLEEF BROS., 7707 Woodlawn Ave., Chicago, Ill.

FIRE APPARATUS

DAVIS SEWING MACHINE CO., Dayton, O.

FIRE EXTINGUISHERS

Pyrene Manufacturing Co., 1358 Broadway, New York, N. Y.

FLYWHEELS

Ferro Machine & Foundry Co., Cleveland, O.

FOOT RESTS

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Des Moines Mfg. Co., Des Moines, Ia.
E. & C. Mfg. Co., 1716 Ludlow Ave., Philadelphia, Pa.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
FENTRESS-NEWTON MFG. CO., 255 Lafayette Blvd., Detroit, Mich.
Motorcycle Equipment Co., Hammondsport, N. Y.
Randall Mfg. Co., Baltimore, Md.
Stauber Hardware Co., L., 3911 Lincoln Ave., Chicago, Ill.
STEVENS & CO., 375 Broadway, New York.
Stoll Mfg. Co., 33rd and Walnut Sts., Denver, Colo.
Svensgaard Sales Corporation, Harry, 473 Woodward Ave., Detroit, Mich.

FREE ENGINE PULLEYS

ECLIPSE MACHINE CO., Elmira, N. Y.

GARAGES

KELM & BURBACH, 387 3rd St., Milwaukee, Wis.

GAS

PREST-O-LITE CO., Indianapolis, Ind.
Searchlight Co., 910 So. Michigan Blvd., Chicago,
Tank-O-Gas Co., Portland, Me.

GAS FUEL SAVERS

Ariston Co., The., 250-8 W. 54th St., New York.
Fulton-McCutchan Co., 1146 Michigan Ave., Chicago, Ill.
Gilson Motor Starting Co., Indianapolis, Ind
Hill Stage Co., Anderson, Ind.
Lydon Mfg. Co., Chicago, Ill.
Moller Bros. Controller & Economizer Co., 700 Betz Bldg., Philadelphia, Pa.
Motorcycle Filter Mfg. Co., 2408 E. 38th St., Kansas City, Mo.
Motorcycle Specialty Sales Co., 914 S. Main St., Los Angeles, Cal.
Parisian Novelty Co., Chicago, Ill.
Safety Automobile Works, 107 East 7th St., Los Angeles, Cal.
Svensgaard Sales Corporation, Harry, 471 Woodward Ave., Detroit, Mich.

GAS LIGHTING SYSTEM

PREST-O-LITE CO., INC., Indianapolis, Ind.

GAS TIPS AND BURNERS

American Lava Co., Chattanooga, Tenn.

GASOLENE STRAINERS

Breeze Carburetor Co., 250 South St., Newark, N. J.
G. & A. Carburetor Co., 450 Sixth Ave., New York, N. Y.

GAUGES

Nelson Mfg. Co., A., 564 W. Randolph St,. Chicago, Ill.
Buck Sales Co., 211 N. 12th St., St. Louis, Mo.
TWITCHELL GAUGE CO., THE, 1205 Michigan Ave., Chicago, Ill.
Weiss Mfg. Co., Torrington, Conn.

GLOVES

Gloversville Auto-Glove Co., Gloversville, N. Y.
La Crosse Knitting Co., La Crosse, Wis.
Morrison-Ricker Co., Grinnell, Ia.
Motorcycle Equipment Co., Hammondsport, N. Y.
Syracuse & Elbridge Glove & Mitten Co., Syracuse, N. Y.
Walrath Glove Co., Gloversville, N. Y.

GOGGLES

American Spectacle Co., 1328 Broadway, New York, N. Y.
CHICAGO EYE SHIELD CO., 128 So. Clinton St., Chicago, Ill.
George & Whyte Co., 546 Gilfillan Bldg., St. Paul, Minn.
Hardy & Co., F. A., Chicago, Ill.
King SalesCo., Hugh E., 511 Heyworth Bldg., Chicago, Ill.
New Era Optical Co., 337 W. Madison St., Chicago, Ill.
Wilson Co., Inc., T. A., Reading, Pa.

GREASE

Platt & Washburn Refining Co., 11 Broadway, New York, N. Y.

HAND WINDSHIELDS

American Auto Top Mfg. Co., 1451 Washington Blvd., Chicago, Ill.
Nathan Novelty Mfg. Co., 88 Reade St., New York, N. Y.

HANDLE BARS

Chicago Handle Bar Co., Shelby, O.
Chilson & Graham, Fayetteville, N. Y.
CONSOLIDATED MFG. CO., Toledo, O.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
KELLY HANDLE BAR CO., Cleveland, O.
MIAMI CYCLE & MFG. CO., Middletown, O.

HANDLE BAR WATCH CASE

Adams & Co., Henry T., 6823 So. Chicago Ave., Chicago, Ill.
Swenson, B. A., 522 Broad St., Providence, R. I.

HORNS

Angsten-Koch Co., 215 Englewood Ave., Chicago.
Automobile Supply Mfg. Co., 220 Taaffe Place, Brooklyn, N. Y.
Barco Brass & Joint Co., Chicago, Ill.
Culmer Engineering Co., 6 Church St., New York, N. Y.
Fitzgerald Mfg. Co., Torrington, Conn.
Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
Inter-State Machine Co., Rochester, N. Y.
Johns-Manville Co., H. W., 41st St. and Madison Ave., New York, N. Y.
Lamb Mfg. Co., Winsted, Conn.
Lovell-McConnell Mfg. Co., Newark, N. J.
Motor Car Equipment Co., 55 Warren St., New York, N. Y.
Nonpareil Horn Mfg. Co., 75 Wooster St., New York, N. Y.
Overholt Co., The, Galesburg, Ill.
Randall Faichney Co., Boston, Mass.
Riley-Klotz Mfg. Co., 17 Mulberry St., Newark, N. J.
Schwarze Electric Co., Adrian, Mich.
SEISS MFG. CO., 431 Dorr St., Toledo, O.
Sireno Co., Inc., 20 Rose St., New York.
Sparks-Withington Co., Jackson, Mich.
STEVENS & CO., 375 Broadway, New York.
Standard Metal Mfg. Co., Newark, N. J.
Stewart-Warner Speedometer Corp., Chicago, Ill.
Talking Horn Co., Inc., 203 North St., Middletown, N. Y.

HORNS—ELECTRIC

Adams Bagnall Elec. Co., Cleveland, O.
American Electric Co., Chicago, Ill.
Dean Auto Devices Co., 120 S. Sangamon St., Chicago, Ill.
Garford Mfg. Co., 3602 Olive St., Elyria, O.
Inter-State Machine Co., Rochester, N. Y.
Nonpareil Horn Mfg. Co., 75 Wooster St., New York, N. Y.
Premier Electric Co., 4032 Ravenswood Ave., Chicago, Ill.
Riley-Klotz Mfg. Co., 17 Mulberry St., Newark, N. J.
Sparks-Withington Co., Jackson, Mich.
Standard Specialty Co., Worcester, Mass.
Typhoon Signal Co., Typhoon, Ill.

HORNS—EXHAUST

Barco Brass & Joint Co., Chicago, Ill.
Fulton Co., The, 726 National Ave., Milwaukee, Wis.
Garage Equipment Mfg. Co., Milwaukee, Wis.
Purdy Bros., Chicago, Ill.
Riley-Klotz Mfg. Co., 17 Mulberry St., Newark, N. J.

HORN BULBS

Goodrich Co., B. F., Akron, O.

HUBS—BICYCLE AND MOTORCYCLE

CORBIN SCREW CORPORATION, New Britain, Conn.
ECLIPSE MACHINE CO., Elmira, N. Y.
Harris & Reed Mfg. Co., 1500 W. 15th St., Chicago, Ill.
NEW DEPARTURE MFG. CO., Bristol, Conn.

LAMPS—BICYCLE AND MOTORCYCLE

B. & L. Auto Lamp Co., 507 W. 35th St., New York, N. Y.
BADGER BRASS MFG. CO., Kenosha, Wis.
Bridgeport Brass Co., Bridgeport, Conn.
Campbell Co., A. S., 284 Commercial St., Boston, Mass.
Chicago Auto Lamp Works, 900 W. Lake St., Chicago, Ill.
Chicago Cycle Supply Co., Chicago, Ill.
Columbus Auto Brass Co., 767 No. 4th St., Columbus, O.
Cowles & Co., C., New Haven, Conn.
De Veer, H. W., Roslindale, Mass.
Doepper Mfg. Co., A. N., 585 16th St., Milwaukee, Wis.
Dressel Railway Lamp Works, 3860 Park Ave., New York, N. Y.
Esterline Co., 227 E. South St., Indianapolis, Ind.
Fidelity Brass Mfg. Co., 730-38 W. Monroe St., Chicago, Ill.
Guide Motor Lamp Mfg. Co., 11400 W. Madison Ave., Cleveland, O.
Hall Lamp Co., C. M., Hancock Ave. and Rivard St., Detroit, Mich.
HAWTHORNE MFG. CO., Bridgeport, Conn.
Hine-Watt Mfg. Co., Chicago, Ill.
Hirsch Electric Mine Lamp Co., Philadelphia, Pa.
Hofacker Mfg. Co., 555 W. 42nd St., New York.
Housel Mfg. Co., East Rochester, N. Y.
Indiana Lamp Co., Connersville, Ind.
Interstate Electric Novelty Co., 29 Park Place, New York, N. Y.
Jenkins & Co., Des Moines, Ia.
Kendall Co., M. S., Majestic Bldg., Detroit, Mich.
Motor Car Equipment Co., 55 Warren St., New York, N. Y.
National Reflector Co., Clarksburg, W. Va.
Noonan Tool & Machine Works, A. S., Rome, N. Y.
Pathfinder Lamp Co., 149 North 4th St., Columbus, O.
REX BATTERY CO., Chicago, Ill.
Rose Mfg. Co., 933 Arch St., Philadelphia, Pa.
Rosen & Co., A. W., 610 Broadway, New York.
Rushmore Dynamo Works (of Bosch Magneto Co.), Plainfield, N. J.
Saufley Supply Co., Kansas City, Mo.
Scheffey, A. M., 39 Cortlandt St., New York
SEISS MFG. CO., 437 Dorr St., Toledo, O.
Silvey Electric Co., 10 So. Canal St., Dayton, O.
Sprague Brace Mfg. Co., 62 Jefferson Ave., E., Detroit, Mich.

20th Century Mfg. Co., 420-22 Ogden St., Newark, N. J.
Victor Auto Parts Co., Cincinnati, O.
Ye Motor Shop, Connersville, Ind.
Zinke Co., 1322 Michigan Ave., Chicago, Ill.

LAMPS—INCANDESCENT BULBS

EDISON LAMP WORKS (of General Electric Co.), Harrison, N. J.

LAMP BRACKETS

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
BEVIN BROS. MFG. CO., East Hampton, Conn.
Clark Mfg. Co., W. F., 3550 W. 23rd St., Chicago.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
FENTRESS-NEWTON MFG. CO., Detroit, Mich.
Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
HAWTHORNE MFG. CO., 32 Spruce St., Bridgeport, Conn.
Oberwegner Motor Co., 813 Jefferson Ave., Toledo, O.
Peters, Herman L., 330 Pearl St., Buffalo, N. Y.
Petersen Bros., 1507 No. Keystone Ave., Chicago.
REX BATTERY CO., 2505 So. State St., Chicago, Ill.
Shipp, Watt, Salem, Ore.
STEVENS & CO., 375 Broadway, New York.
Wald Mfg. Co., Sheboygan, Wis.

LAMP DIMMERS

Ward Leonard Electric Co., Bronxville, N. Y.

LEGGINS

Atlas Specialty Co., Chicago, Ill.
Aurora Uniform Co., Aurora, Ill.
Cook & Brother, E. C., 1301 Carroll Ave., Chicago, Ill.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
Hagerstown Legging Co., Hagerstown, Md.
Loewenburg & Co., Newark, N. J.
Nathan Novelty Mfg. Co., 86 Reade St., New York, N. Y.
Reveille Legging Co., Leavenworth, Kan.
Syracuse & Elbridge Glove & Mitten Co., Syracuse, N. Y.

LOCKS

Aermore Mfg. Co., 1536 Michigan Blvd., Chicago.
Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Myers Specialty Mfg. Co., Inc., 405 W. Main Cross St., Findlay, O.
Miller Keyless Lock Co., The J. B., Kent, O.
Peters, Herman L., 328 Pearl St., Buffalo, N. Y.
Sabo Motorcycle Co., 3110 West 25th St., Cleveland, O.
Waterbury Hardware Co., 414 Broadway, New York, N. Y.

LUBRICANTS

Chester Graphite Co., Chester Springs, Pa.
Dixon Crucible Co., Jos., Jersey City, N. J.
International Acheson Graphite Co., Niagara Falls, N. Y.
Jenkins & Co., Des Moines, Ia.
NEW DEPARTURE MFG. CO., Bristol, Conn.
United States Graphite Co., Saginaw, Mich.

LUGGAGE CARRIERS

Aera Mfg. Co., 410 Siegel St., Chicago, Ill.
Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Atlas Specialty Mfg. Co., 557 W. Jackson Blvd., Chicago, Ill.
DOW IRON & WIRE WORKS, Louisville, Ky.
Ero Mfg. Co., Chicago, Ill.
Excelsior General Supplies Co., Chicago, Ill.
FENTRESS-NEWTON CO., Detroit, Mich.
International Stamping Co., 1852 W. Austin Ave., Chicago, Ill.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Jenkins & Co., Des Moines, Ia.
Kellogg, Stanley T., 617 State St., Bridgeport, Conn.
Kittle Mfg. Co., Los Angeles, Cal.
Majestic Mfg. Co., Worcester, Mass.
Motorcycle Accessories Co., 321 Cedar St., St. Paul, Minn.
Myers Specialty Mfg. Co., Findlay, O.
NEW YORK SPORTING GOODS CO., 15-17 Warren St., New York, N. Y.
Perfection Side Seat Co., 327 Bleecker St., Utica, N. Y.
Star Electric Co., 18 N. May St., Chicago, Ill.
Sterling Motor Co., 705 Center St., Brockton, Mass.
Stoll Mfg. Co., 3254 Walnut St., Denver, Colo.
Trio Equipment Co., Cleveland, O.

MAGNETOS

BOSCH MAGNETO CO., 223 West 46th St., New York, N. Y.
Bretz & Co., J. S., 250 West 54th St., New York, N. Y.
Elkhart Manufacturing Co., Monroe, Mich.
Ericsson Mfg. Co., Buffalo, N. Y.
Heinze Elec. Co., Lowell, Mass.
Herz & Co., 245 W. 55th St., New York, N. Y.
Kokomo Electric Co., Kokomo, Ind.
Marburg Bros., Inc., 1790 Broadway, New York.
SPLITDORF ELECTRICAL CO., 98 Warren St., Newark, N. J.
Sumter Electrical Co., Sumter, S. C.

MAGNETO COVERS

MESINGER MFG. CO., H. & F., Austin Place and 144th St., New York, N. Y.
Nathan Novelty Mfg. Co., 88 Reade St., New York, N. Y.

MANUFACTURERS' AGENTS

COFFMAN, A. B., Toledo, O.
HARRIS HARDWARE CO., D. P., 48 Warren St., New York, N. Y.
ROBERTS, H. T., 416 W. Grand Ave., Chicago.

MAPS

AUTOMOBILE BLUE BOOK CO., 241 W. 39th St., New York, N. Y.

MIRRORS—REAR SIGHT

Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
Majestic Mfg. Co., 54 Commercial St., Worcester, Mass.
Novelty Mfg. Co., Maple St., Waterbury, Conn.

MOTORS

North Chicago Machine Co., Chicago, Ill.
Racine Foundry Co., Racine, Wis.
Shaw Mfg. Co., Galesburg, Kan.
Spacke Machine Co., F. W., Indianapolis, Ind.
Universal Machinery Co., 1913 St. Paul Ave., Milwaukee, Wis.
Wizard Motor Co., Indianapolis, Ind.

MOTORCYCLES

Acme Brass Works, 1427 Carroll Ave., Chicago.
Arrow Motor Co., California Ave. and 19th St., Chicago, Ill.
Aurora Automatic Machinery Co., 1307 Michigan Ave., Chicago, Ill.
Chicago Motorcycle Works, 732 Sheridan, Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
DAVIS SEWING MACHINE CO., Dayton, O.
Deninger Cycle Co., Rochester, N. Y.
EMBLEM MFG. CO., Angola, N. Y.
EXCELSIOR CYCLE CO., Chicago, Ill.
Excelsior Motor Mfg. & Supply Co., Chicago, Ill.
FELBACH MOTOR CO., Milwaukee, Wis.
Gerhart Motorcycle Co., Harrisburg, Pa.
HARLEY-DAVIDSON MOTOR CO., 317 37th St., Milwaukee, Wis.
HENDEE MFG. CO., Springfield, Mass.
HENDERSON MOTORCYCLE CO., Detroit, Mich.
JOHNSON'S ARMS & CYCLE WKS., IVER, Fitchburg, Mass.
Joerns Motor Mfg. Co., 2237 Hampden Ave., St. Paul, Minn.
MIAMI CYCLE & MFG. CO., Middletown, O.
Morse-Beauregard Mfg. Co., 311 Majestic Bldg., Detroit, Mich.
Motor Products Co., 762 Woodward Ave., Detroit, Mich.
Peerless Motorcycle Co., 179 Huntington Ave., Boston, Mass.
Pope Mfg. Co., Westfield, Mass.
READING STANDARD CO., Reading, Pa.
Schickel Motor Co., Stamford, Conn.
Shapiro-Michaelson Motor Co., Minneapolis, Minn.
Shaw Mfg. Co., Galesburg, Kan.
Sterling Motor Co., Brockton, Mass.
Waverly Mfg. Co., Jefferson, Wis.

MOTORCYCLE CLUTCHES

ECLIPSE MACHINE CO., Elmira, N. Y.

MOTORCYCLE CUSHIONS

American Auto Top Mfg. Co., 1451 Washington Blvd., Chicago, Ill.
Egelberg, George, 144 So. 6th St., La Crosse, Wis.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
Katzman Co., Wm., 1174 E. 63rd St., Chicago.
Svensgaard Sales Corporation, Harry, 471 Woodward Ave., Detroit, Mich.

MOTORCYCLE GAS TANKS

PREST-O-LITE CO., Indianapolis, Ind.
Searchlight Co., Chicago, Ill.
Tank O'Gas Co., Portland, Me.

MOTORCYCLE GRIPS

Continental Rubber Works, Erie, Pa.
Diamond Rubber Co., Akron, O.
Empire Tire Co., Trenton, N. J.
Ero Mfg. Co., Chicago, Ill.
FISK RUBBER CO., Chicopee Falls, Mass.
Goodrich Co., B. F., Akron, O.
GOODYEAR TIRE & RUBBER CO., Akron, O.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. Y.

MOTORCYCLE PULLEYS

Persons Mfg. Co., Worcester, Mass.

MOTORCYCLE TWO-SPEED DEVICES

CONSOLIDATED MFG. CO., 1730 Fernwood Ave., Toledo, O.
ECLIPSE MACHINE CO., Elmira, N. Y.

MUD GUARDS

BEVIN BROS. MFG. CO., East Hampton, Conn.
Crosby Company, Buffalo, N. Y.
Empire Specialty Co., Cleveland, O.
International Stamping Co., 1852-58 Austin Ave., Chicago, Ill.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
K. & C. Mfg. Co., Henniker, N. H.
Mott Wheel Works, Utica, N. Y.
Rastetter & Sons, Louis, Fort Wayne, Ind.
Standard Welding Co., Cleveland, O.
Wald Mfg. Co., Sheboygan, Wis.
Wilson Novelty Works, L., So. Clinton and Quincy Sts., Chicago, Ill.

MUD GUARD SPLASHERS

Persons Mfg. Co., Worcester, Mass.

NIPPLES

National Screw & Tack Co., Stanton Ave and East 75th St., Cleveland, O.
STANDARD CO., Torrington, Conn.
STEVENS & CO., 375 Broadway, New York.

OIL GUN

Randall Faichney Co., Jamaica Plain, Boston, Mass.

OILERS

Noera Mfg. Co., Waterbury, Conn.

PARTS AND FITTINGS—BICYCLE AND MOTORCYCLE

American Bronze Co., Lancaster Ave., Berwyn, Pa.
Auto Specialty Co., 2nd Ave., New Haven, Conn.
Crosby Co., The, Buffalo, N. Y.
ECLIPSE MACHINE CO., Elmira, N. Y.
Great Western Mfg. Co., La Porte, Ind.
HAWTHORNE MFG. CO., 32 Spruce St., Bridgeport, Conn.
Hydraulic Pressed Steel Co., Cleveland, O.
Motorcycle Accessories Co., 321 Cedar St., St. Paul, Minn.
Mott Wheel Works, Utica, N. Y.
Parish & Bingham Co., Cleveland, O.
Progressive Mfg. Co., Torrington, Conn.
SMITH CO., A. O., P. O. Box 87, Milwaukee, Wis.
Standard Welding Co., Cleveland, O.
STEVENS & CO., 375 Broadway, New York.

PEDALS

DAVIS SEWING MACHINE CO., Dayton, O.
STANDARD CO., Torrington, Conn.
STEVENS & CO., 375 Broadway, New York.

PENNANTS

American Pennant Co., 69 Greene St., New York.
Chicago Flag & Decorating Co., 1345 S. Wabash Ave., Chicago, Ill.
Spiegel Art Co., Brooklyn, N. Y.

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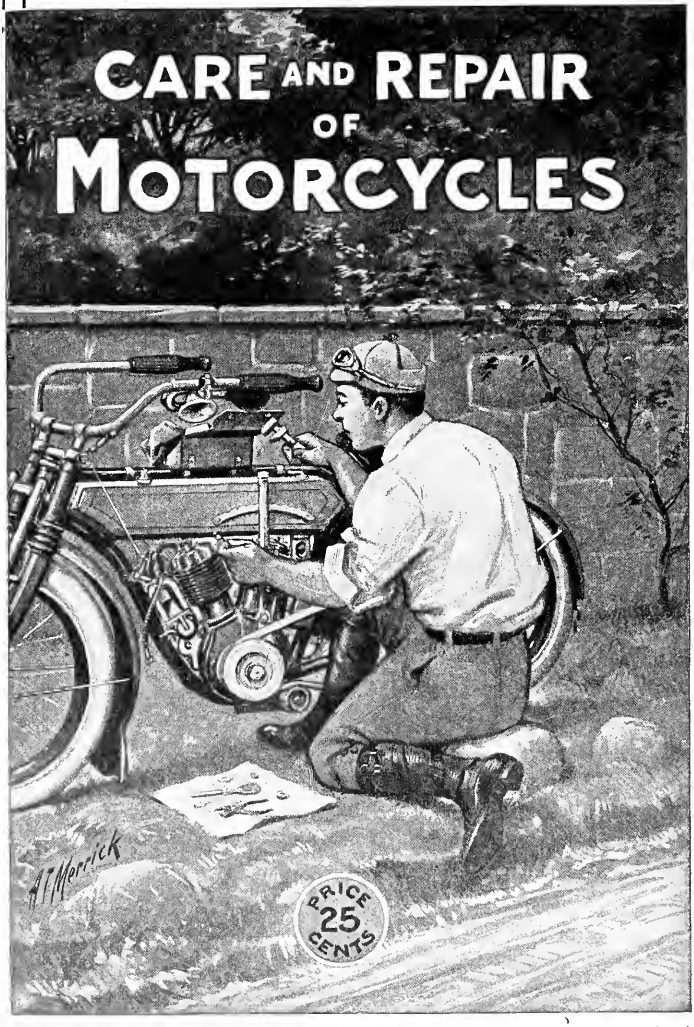

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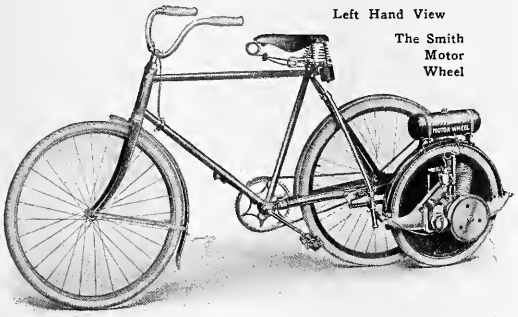

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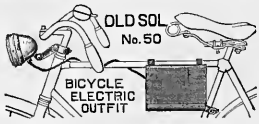


No. 50 Electric Outfit with Two Cell Battery Case

No. 50 ELECTRIC OUTFIT

A high-power electric outfit, the best that can be produced.

New in design, handsome in appearance, nickel-plated and highly polished, and fits into the finest motorcycle equipment made.

4 in. searchlight with improved "O" Bracket. Very efficient. Polished silver reflector, scientifically designed. Tungsten Bulb focusing device. Battery box of steel with insulation. Moisture-tight, attached with over-hanging straps. Wired for two regular number six dry cells. "Old Sol" No. 50 Electric Outfit, complete, $3.00.

Special Motorcycle Outfit with No. 50 outfit including tail light, complete, $6.00.

For Sale by Your Dealer and Jobber

HAWTHORNE MFG. CO., Inc.
35 Spruce Street, BRIDGEPORT, CONN.

United States Bicycle Tires

Are the famous Hartford and Morgan & Wright brands greatly improved.

They are sold by reliable dealers everywhere.

UNITED STATES TIRE COMPANY
Broadway at 58th Street, New York City

SPROCKETS
FOR
BICYCLES-MOTORCYCLES

THE PARISH & BINGHAM CO.
CLEVELAND, OHIO

SEISS LAMPS AND HORNS

Mechanical Horns
Require No Batteries or Wiring Which is a Continuous Expense First Cost Covers All

ROOT-O-U-T Bicycle Horn clears the way with a turn of the crank. Finished in black Enamel with adjustable nickel plated Bracket for attaching to the Handle Bar. Retails at 25 cents.

CLEAR-O-U-T Mechanical Horn requires only a slight turn of the crank which gives a clear penetrating warning. Finished in black enamel with rigid adjustable nickeled Bracket. Retails at 75 cents.

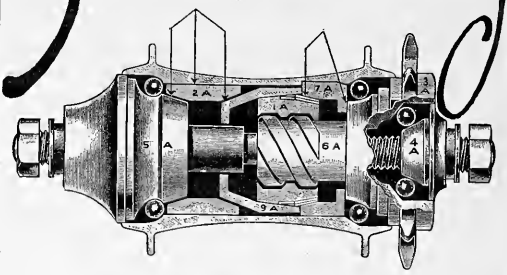
LIGHT WEIGHT Oil Lamp. A popular Lamp at an Easy price. Positively will not jolt or jar out. Highly nickeled. Furnished with adjustable or solid Bracket. Over a half million in use.

BRECKENRIDGE Gas Lamp Model 12 is unexcelled in reliability and strength of construction. 125 C. P. gives a clear white light. Regulator under control of rider at all times. Finish Bright Nickel.

Manufactured by
The Seiss Mfg. Company
431 Dorr Street,
Toledo, Ohio

DEALERS: ASK YOUR JOBBER

5 Points of Safety



It's the three braking surfaces and the two driving surfaces, in a thoroughly trouble-proof design that makes the supremacy of

THE ATHERTON COASTER BRAKE

Riders want the best when it comes to a Coaster Brake. It means so much in a possible emergency. Dealers want to handle the Brake that they can honestly recommend.

Put an ATHERTON COASTER BRAKE on your wheel and feel absolutely secure!

Cut Out the Worry—Ask for Circulars

BUFFALO METAL GOODS CO., Buffalo, N. Y.
Licensed Coaster Brake Manufacturers
D. P. HARRIS HARDWARE COMPANY
48 Warren Street, New York City Distributors

Sell the Genuine NEVERLEAK TIRE FLUID

SELL the one standard, time tested, absolutely reliable tire fluid, used by riders everywhere for healing punctures in bicycle tires. It's the one kind that gives positive satisfaction to all.

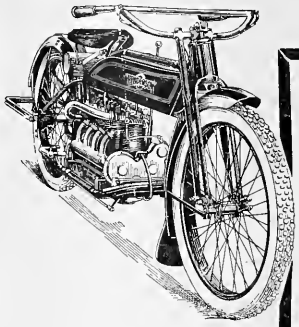
Heavily Advertised

Take advantage of the big advertising campaign on Neverleak Tire Fluid. It is sending thousands of riders into stores and repair shops looking for the genuine Neverleak in the green, white and yellow tubes, that retail for 25c.

You make a splendid profit on Neverleak and get valuable premiums in addition. Write for further information at once.

BUFFALO SPECIALTY CO.

BUFFALO, N. Y. U. S. A. BRIDGEBURG, ONT. CANADA



Are You in Open Territory?

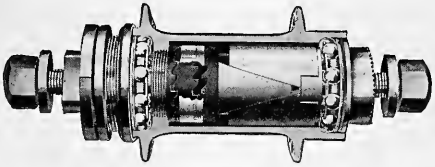
WISDOM investigates. It will pay you to investigate the exceptional qualities of this wonderful "FOUR"

"THE HENDERSON FOUR"

Price, $295

Henderson Motorcycle Co.
Detroit, Mich.

IT CANNOT SLIP



The New Musselman Positive Drive COASTER and BRAKE

Made only by

The Miami Cycle & Mfg. Co.
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PIERCE

A Quality Bicycle at a reasonable price

PIERCE CYCLE CO.
BUFFALO, N.Y.

Two-Speed Gears for Indians and Excelsiors

INDIANS and Excelsiors, 1912 or 1913 models, can now be fitted with the patented Yale planetary two-speed gear without alterations or machine work. It brings them up to date and gives a wonderful increase in the all-round ability of the machine. Same transmission as used on the new Two-Speed Yale.

Have the Yale Dealer apply this transmission to your machine.

THE CONSOLIDATED MFG. CO.
1709 Fernwood Ave., Toledo, Ohio

Duckworth Chain Wins the Big Savannah Race

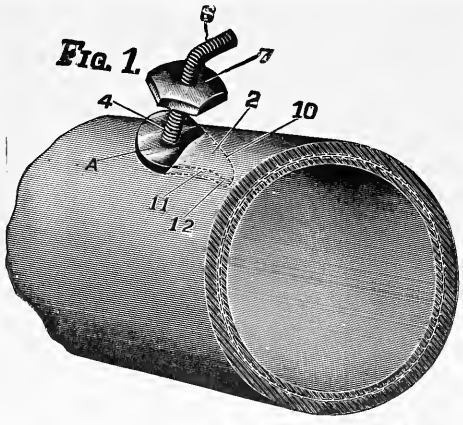
IT is the greatest tribute possible to the superior quality of a chain.

Taylor on his Indian, equipped with Duckworth Chain, rode the 303 miles in 5 hrs., 2 min. and 32 sec., an average of 61 miles an hour.

During this race—the test of supremacy—every mile of the way and every minute of the time, Taylor depended upon the transmission.

Just one more conclusive proof of the absolute supremacy of DUCKWORTH CHAINS

Duckworth Chain & Manufacturing Co.
Springfield, Mass.



The Harris Brass Plug

NEW, SIMPLE AND EFFECTIVE

Can be inserted with ease in the smallest puncture. Solid piece oval head, making leak through thread of shank impossible. Top washer can be tightened at any time and with any style of wrench or plier.

ELECTROTYPES FURNISHED FOR CATALOGS

Buy Through Your Jobber

D. P. Harris Hardware Co., 48 Warren St., **New York**

Here's the One Tandem Seat

that you can everlastingly know is right. Put one on your motorcycle and enjoy the certainty that nothing you can meet on the road can possibly show up better than this F-N quality Seat. It's made right, it's very comfortable and stays so. Not a single bolt or screw can become loose, not a joint can rattle—owing to our careful special construction. The springs and the cushion are perfect. The finish is durable.

Price $10.00. Complete with Metal Tool Box and Bracket $13.00

Our booklet of motorcycle goods is worth having.

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READING-STANDARD

Reading Standard Bicycles are guaranteed for three years, but their quality lasts longer. Investigate. A good proposition for live dealers.

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EXCELSIOR CYCLE CO.

De-Luxe Auto Bike

A Full Line of Standard Models. Write for Catalog.

166 NORTH SANGAMON ST., CHICAGO

GOOD NEWS TO ALL

THE BADGER BRASS MANUFACTURING CO.

now furnish the

Shipp Handle Bar Lamp Bracket

as an Option on Solar Gas Lamps.

SPECIFY THEM

and Increase Your Lamp Sales.

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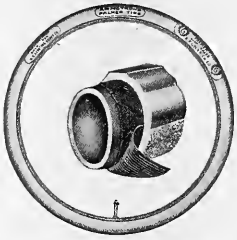
PATENTEE
SALEM, OREGON

STEVENS & CO.
DISTRIBUTORS
NEW YORK CITY

Armstrong Improved PALMER TIRES



A Quality Tire at a Fair Price

Palmer Construction and Palmer Quality leads all competition and the "Armstrong" Iniprovement adds greatly to the lasting qualities.

Any tendency to puncture has been minimized by the addition of a particularly tough piece of red rubber on the tread and gray rubber on the sides, but the great resiliency of the Palmer racing tire has been retained.

Specify "Armstrong-Palmers" on your high grade wheels and get the best tire that money can buy.

It Will Pay Jobbers to Write for 1915 Prices

The prices have been reduced and there is a good profit in "Armstrong-Palmers" for both the Dealer and the Jobber. Electrotypes free.

New York Sporting Goods Co.

Distributors of Armstrong-Palmer Tires

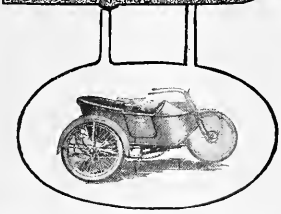
15 and 17 Warren St., New York, U. S. A.

Rogers

Underslung spring suspension—wonderfully easy riding. Extra heavy tubing and drop forged fittings.

Real hair upholstery Mahogany trimmings.

Write

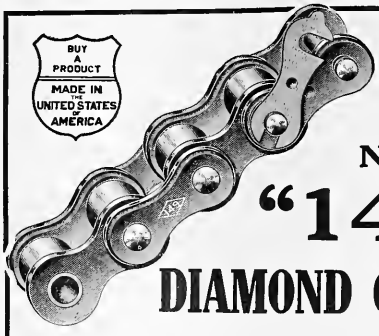


Most popular sidecar on the market.

Sturdy, safe, comfortable. Handsomely finished. New improvements for 1915.

Price, $75.00 complete. No extras.

ROGERS MFG. CO., Hearst Bldg., Chicago, Ill.
H. T. ROBERTS, Selling Agent



No. "149" DIAMOND CHAIN

The chain that is made extra heavy for hard service. Dealers and riders who have tried it out on the latest high powered machines tell us it is positively the best motorcycle chain they have ever seen. Investigate for yourself by mailing the coupon for sample.

Diamond Chain & Mfg. Co.
241 West Georgia Street
Indianapolis, Indiana

Look For This TRADE ◇ MARK On Every Link

BW 12-1
Please send free sample of your new Motorcycle Chain
Name.....
Address.....
Dealers Name.....
Dealers Address.....
If you are a dealer state makes of machines handled here.....

Built to Highest Standards of Quality and Service

Firestone
CYCLE TIRES

Most and best rubber, specially treated. Fabric specially woven. Two styles tread, Non-Skid and Corrugated. Four Sizes—28x2½ and oversize 29x2¾, also 28x2¾ and 28x3. All Branches and Dealers. Write for Catalog.

Firestone Tire & Rubber Co.
"America's Largest Exclusive Tire and Rim Makers"
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Branches and Dealers Everywhere

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Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
GAULOIS TIRES AGENCY.
Repairs Guaranteed. F. A. M. Shop.

DRISCOLL & JEANROY
DAYTON DISTRIBUTORS.
Full line of parts and accessories. Repairs guaranteed.
Open day and night for storage customers.
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THE NEW YORK MOTORCYCLE CO.
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THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

HARLEY-DAVIDSON SALES CO. OF NEW YORK,
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DISTRIBUTERS FOR
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COMPLETE STOCK OF MACHINES AND PARTS. ROGERS SIDE CARS.

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We Buy, Sell and Repair Motorcycles and Bicycles, Tires, Parts and Supplies.
Delivery from stock on Indian and Excelsior, cash or easy payments.
Queensboro Plaza, Long Island City, N. Y.

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Full Line of Parts.
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Indian parts in stock. Bicycles—Columbia and Hartford, and Pay Juvenile Motorcycles on easy payments. Repairs and Accessories.
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Write for Proposition.
Full line of Bicycle and Motorcycle Supplies.
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Telephone 3624 Worth.

YALE MOTORCYCLE
STANDARD PARTS—ACCESSORIES
SPECIAL YALE EQUIPMENT
Mail orders filled day received.
LOUIS GOLDSMITH,
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148 Main St., Beacon-on-Hudson, N. Y.
Tel. 164 (Formerly of Peekskill, N. Y.)
Motorcycles, Bicycles and Supplies
An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

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STANDARD CYCLE CO.
Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
185 3rd St., Milwaukee, Wis.
Long Distance Telephone, Grand 62.

HIGH-GRADE

wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

Morse Twin Roller Chain

NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

SEND FOR CATALOG AND TRADE PRICE TO

MORSE CHAIN CO., ITHACA, N. Y.

DOW'S BICYCLE LUGGAGE CARRIER

Best thing for the purpose ever put on the market. In use all over the United States. Can be put on or detached instantly with adjustable hook. Good sellers, because the riders all want them and the price is popular. Write for Prices.

DOW WIRE AND IRON WORKS, Louisville, Ky.

Abe Martin Says—

"Th' feller that don't advertise may know his business, but nobuddy else does."

Star Ball Retainers

are universally used in

Automobiles
Bicycles
Coaster Brakes
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THE STAR BALL RETAINER CO.
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The High Cost of Living Reduced

HOW to reduce Tire Expense, the biggest running expense of a motorcycle.

The above information will be given free in form of a pamphlet referring to all standard makes of tires, if you will address

THE TWITCHELL GAUGE CO.
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MADE IN AMERICA

"Duckworth Bicycle Chains"
The Same High Grade as
"Duckworth Motorcycle Chains"
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DUCKWORTH CHAIN & MANUFACTURING COMPANY, Springfield, Mass.

For Sale—Wants—Exchange

A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order

FOR SALE—1914 Harley-Davidson Two-Speed Twin, in fine condition in every particular, including tires. Equipped with Prest-O-Lite, 8-inch headlight, tail lamp, 4-tone exhaust whistle; Des Moines spring carrier with foot rests; $175 cash for machine or $185 with all equipment; will ship subject to examination. Address H. R. A., care of C. C. Wilber, Keene, N. H.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

HELP WANTED—MALE

SALESMAN for motorcycle accessories. Thoroughly experienced traveling man with successful sales record. State experience, age, salary expected. Box J 422, Bicycling World and Motorcycle Review, 239 W. 39th St., New York.

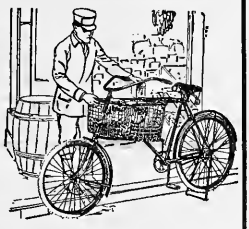
BROOKLYN and LONG ISLAND HEADQUARTERS 1915 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Write for catalog. "BOB" BRAZENOR, 1507 Bushwick Ave. and 1157 Bedford Ave., Brooklyn, N. Y.

FOR SALE—Special 1914 7 H.P. Pierce Arrow Single, ridden but little. Complete with electric headlight, Eclipse clutch, and rear seat. $150 cash. A. N. HALL, East Lansing, Mich.

FOR SALE—One 1914 7 H.P. two-speed electric equipped Indian and Indian sidecar, perfect condition; $200 for motorcycle, $50 for sidecar. $25 down, balance C. O. D. KARL OAKS, Oshkosh, Wis.

OUR specialty is parts: for Thor, Merkel, Indian, M-M, F-N, Curtiss, Marvel, R-S and Royal Pioneer motorcycles, all coaster brakes and Eclipse clutches. Ours is the best motorcycle garage and repair shop. We oxi-weld crankcases, cylinders, etc. 40 used machines on hand, $25 up. NEW YORK MOTORCYCLE CO., INC., 1777 Broadway, New York, N. Y., 4th floor.

The best equipment for parcel delivery. Cheapest, quickest and safest for both messenger and goods. Write for particulars.



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153-157 Austin St. Chicago, Ill.

PYE TIRES

Finest Tires Made

Track Racing Road Racing

Flat Floor Racing

Used exclusively by riders in last New York six-day race

Uniform Size Throughout

ERNIE PYE, Manufacturer

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Get catalog and agency proposition

IVER JOHNSON'S ARMS & CYCLE WORKS

360 River Street, Fitchburg, Mass.

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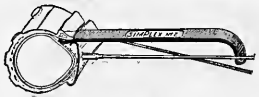

Be Prepared

You never can tell when you will have tire trouble, but a set of

Simplex Tire Tools

will always relieve the situation. Be sure to have them in your tool kit. Drop forged steel, Sherardized.

Price, Per Set of Three, 50c.

Manufactured by

STEVENS & COMPANY

High Grade Motorcycle Accessories

375 Broadway New York City

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BICYCLES AND SUNDRIES

Prompt and complete shipments

PENNSYLVANIA

Red Oilproof Tread

VACUUM CUP TIRES

NON SKID

The biggest selling of all manufacturers' brands of bicycle tires.

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MILLER TRIPLEX SIDE SEAT

Send for Booklet and Agency Proposition

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(Trade Mark Registered April 30, 1895)

Simple and Absolutely Airtight

Manufactured by

A. SCHRADER'S SON, Inc.

Established 1844

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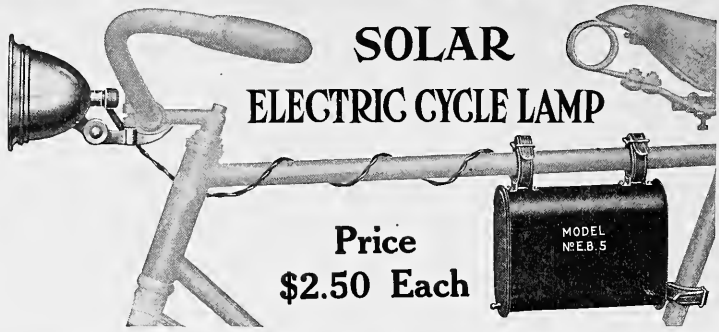
SHOW THE WAY

SOLAR ELECTRIC CYCLE LAMP



Price $2.50 Each

MADE IN KENOSHA, U. S. A.

Improvements in Ediswan Mazda bulbs and general distribution of dry batteries enable us to offer this cycle lighting outfit at a reasonable price. The usual merits of Solar design, construction and best grade materials incorporated in this lamp. 4⅝ inch front, polished silvered reflector. Seamless metal body nickeled, dust and moisture proof. Solar connector and switch wired to battery case, holding two ordinary No. 6 round dry cells wired in series. Gives satisfactory field of light and length of service. Lamps, battery case and all wiring supplied. Price does not include dry cells.

Dealers and Jobbers Supplied with Catalogues and Electros on Request

THE BADGER BRASS MFG. CO.

Kenosha, U. S. A. **New York City**

THE STANDARD EQUIPMENT

of practically all motorcycles made in America since the beginning of the motorcycle industry.

TRADE <E> MARK

Trade Mark Brand Spokes and Nipples are unexcelled in quality and uniformity, and we claim that they are the best at any price.

Made in both bicycle and motorcycle sizes.

Our products for the cycle trade include : Emergency Axles, Diamond E Spokes, Bridgeport and Standard Bicycle and Motorcycle Pedals, Sager and Standard Star Toe Clips.

Send for our prices

THE STANDARD COMPANY, Torrington, Conn.

FISK

"RED TOP"

TRADE MARK

TIRES

"5,849 Miles and Good for 4,000 Miles More. Non-skid features still perfect."

THAT is what Geo. J. Emery, Senior Motorcycle Officer of the Omaha Police Department writes about the Fisk "Red Top" *rear* tire put on his 7 H. P. Indian, May 29, 1914. Of the front Fisk "Red Top" tire he says: "it shows no wear at all." During the 5,849 miles traveled up to October 2, 1914, he had only 4 punctures on both tires.

This undisputable testimony merely substantiates our claim that the Fisk "Red Top" Non-Skid is the best, safest and most attractive motorcycle tire on the market.

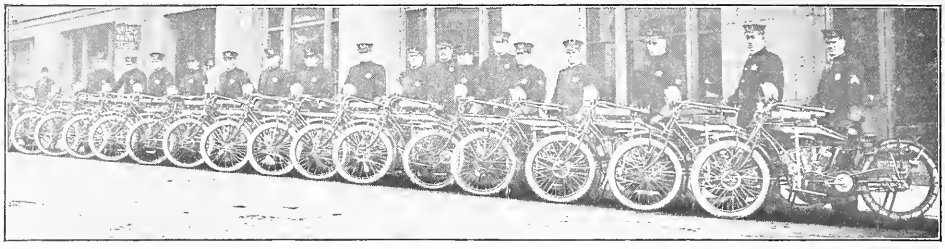
Ask the Nearest Fisk Dealer to Show You this Wonderful Tire.

THE FISK RUBBER CO.

Factory and Home Office **Chicopee Falls, Mass.**

Fisk Branches in 46 Principal Cities

Trade Mark
Reg. U. S. Pat. Off.
Time to Re-Tire?
(Buy Fisk)



Seattle: "Just added ten new Indians, every one equipped with Prest-O-Lite for obvious reasons."

"For Obvious Reasons"

PREST-O-LITE

WHEN the Seattle motorcycle squad recently added ten new Indians, every one was "equipped with Prest-O-Lite for obvious reasons." Naturally riders like these, who **dare not** trifle, chose the **one** lighting system for motorcycles that is brilliant—and thoroughly reliable under all conditions.

You get this when you specify Prest-O-Lite—and besides it costs less to buy and less to operate.

What is good for the rider is good for the dealer

If the lighting system isn't as sturdy as the motorcycle, the dealer may look for trouble.

You must be prepared to back up your word on so-called "practically trouble proof" lighting systems.

You can do this with Prest-O-Lite—without expense — without costly "free service."

Can you do this on any other system? Ask any dealer who has tried it.

Profit by the example of those who have lost not only money because of free electrical service but actually lost customers because of it.

Make Your Own Equipment Offer and Keep the Profit Yourself

Instead of pushing anybody's electrical equipment—making a profit for them—and eventually losing money yourself—push **your own** equipment offer and put the profit in your own pocket.

You can offer a Prest-O-Lite, an Automatic Reducing Valve, a lamp, and a good mechanical horn for about **one half** of what an electric outfit alone will cost. The rider gets better value all around—and you have no kicks and free service.

If you haven't investigated this opportunity, write for details. We have some interesting figures to show you

The Prest-O-Lite Co., Inc.

245 Speedway **Indianapolis, Indiana**

Exchange Agencies Everywhere

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, December 8, 1914 | Ten cents a copy Two dollars a year

DURING the month of November we have proved to the public with conclusive evidence that the INDIAN MOTOCYCLE is the superior of all in Speed, Power and Endurance.

San Diego-Phoenix 400 Mile Desert Endurance Race
El Paso-Phoenix 537 Mile Desert Endurance Race
Savannah 303 Mile Road Race

All Won by The *Indian*

At Savannah the speed of the INDIAN surpassed all records ever held in road competition.

In the two desert races, the average speed was double the speed average per hour of any endurance run ever held in the world.

Indian Best by Test

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

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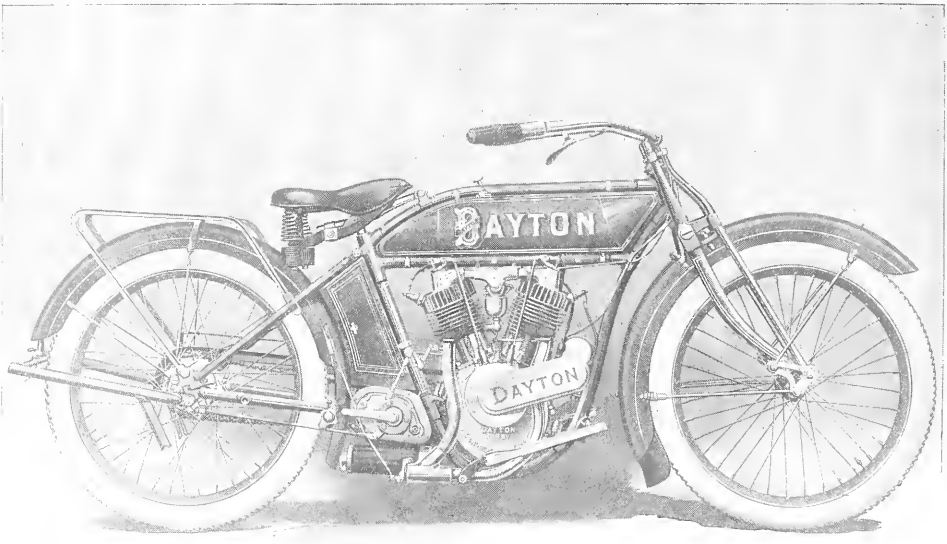


1915 Dayton Motorcycles

with new improvements and exclusive features

SELF STARTERS — Every Husky Dayton for 1915 has a simple and efficient step starter.

CHOICE OF MOTORS—You may have your choice of two of the most efficient and dependable motors made—the new Dayton or the Dayton De Luxe.

DAYTON ROCKER SPRING FORK IMPROVED — This fork MORE THAN EVER adds to the pleasure of motorcycling. Special new hub and fork arrangement absorbs impacts from any angle.

ELECTRIC MODELS—These models are equipped with Splitdorf Magneto Generator, which supplies current for both ignition and lighting. This keeps battery always charged and ready for instant use. Electric models have head lamp with pilot light, tail lamp and horn. We consider them the highest development in the way of a completely equipped motorcycle.

Dayton 1915 Prices

Model C-1.....$240	Model C-4.....$305	Model C-7.....$290
Model C-2..... 280	Model C-5..... 265	Model C-8..... 330
Model C-3..... 265	Model C-6..... 305	

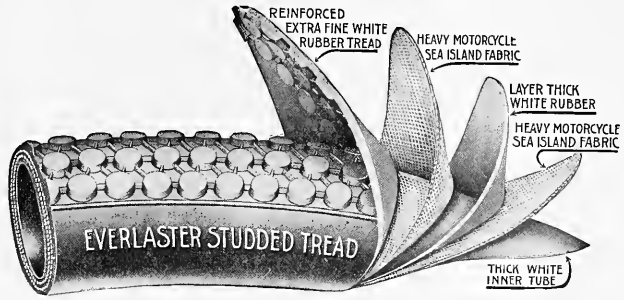
SUCCESSFUL PRODUCTION FOR OVER HALF A CENTURY

Davis Sewing Machine Co.

Dayton, Ohio

Department C

SUCCESSFUL PRODUCTION FOR OVER HALF A CENTURY



Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

"Let's Go Motorwheeling"

President Sladkin of the Haverford Cycle Co., Says:

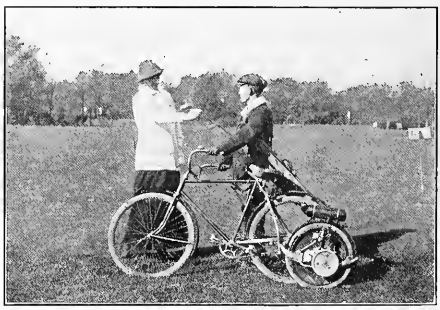
"My salesmen report nearly every demonstration of the Smith Motor Wheel means a contract. I knew it would sell but it has far exceeded my expectations. Get more wheels to us at once. We will keep your chimneys smoking." The

Smith

MOTOR WHEEL

"The Bicycle Booster"

has taken cycledom by storm. It is the biggest thing that's happened in the industry in years. The Smith Motor Wheel can be attached to and detached from any bicycle in a few moments, and with a total absence of vibration, develops a speed of from 4 to 20 miles an hour, running upwards of 80 miles on one gallon of gasoline. Climbs hills with ease and is fully controlled by a small lever attached to the handle bars. Every member of the family can ride the Smith Motor Wheel with perfect safety and comfort.



We want reputable and well-established dealers in territory not yet closed. In making application please mention what makes of Bicycles and Motorcycles handled, volume of business done, etc.

The Smith Motor Wheel is fully protected by U. S. and foreign patents.

Motor Wheel Division "N"

A. O. SMITH COMPANY

Sole Manufacturers and Distributors

MILWAUKEE, WISCONSIN

Advertising "Knickknacks" for Bicycle Tire Dealers

Unique Stickers for letters and packages that make more sales for Goodyear Dealers

Two typical Advertising Blotters from the Goodyear Series. Your name appears on these

Rubber Stamp Outfit linking your name and Goodyear. You can always keep this salesman at work

Two styles of beautiful Goodyear Calendars with a place to print your name

Here are some "Silent Salesmen" Helps that shout for bicycle tire dealers almost as loudly as big newspaper advertisements.

They are just the kind of Helps used by successful dealers and big concerns everywhere. They are the things that say "How do" to your customers and keep them interested in you and what you have to sell. They are the "hand-shakes" that keep the business on friendship terms with itself and your customers.

They are part of the great sales-bringing service that goes to dealers who handle Goodyear-Akron Bicycle Tires. It is such service as this that has helped make Goodyear-Akrons the most talked of and most successful bicycle tires of the year.

GOODYEAR
AKRON
Bicycle Tires

These are the bicycle tires that have at last solved a big problem for bicycle tire dealers. They enable you to compete with cheap "price" tires. Yet they offer the utmost in tire quality.

They are of genuine Goodyear construction throughout. They are single tube tires—the only single tube bicycle tires that Goodyear makes. We *specialize* in this tire. Instead of making various brands and grades of single tube tires at various prices, Goodyear concentrates on one only—the *best*. Consequently men cannot make better. The low price and high quality are the results of matchless factory equipment and output.

A Free Selling Book for You

For Goodyear-Akron dealers there is a big 32-page book, showing 88 money-making Helps. This book is printed in colors and is entitled "New Ways to New Business."

Among other things it tells you how you can secure the business-winners pictured on this page. The book goes to you free. No book like it has ever been printed for the sole use of bicycle dealers. Some 6,500 dealers already have this book and are using it to good advantage. Get your copy now, while the first edition lasts. Asking for it involves no expense or obligation on your part. Simply use the coupon.

Send it today—NOW.

The Goodyear Tire & Rubber Company
Dept. 228, Akron, Ohio

Without charge or obligation send me, "New Ways to New Business."
Also send dealer's proposition on Goodyear-Akron Bicycle Tires.

Name .....

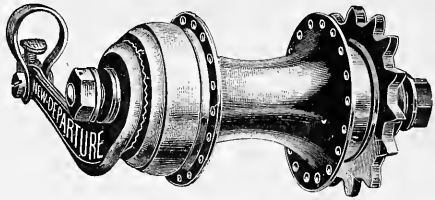
Line of Business .....

Address .....

..... (2010)

THE GOODYEAR TIRE & RUBBER COMPANY, Akron, Ohio
Makers of Goodyear No-Rim-Cut Automobile Tires

A SATISFIED CUSTOMER



¶ The greatest Advertisement we know of is a satisfied customer.

¶ We may temporarily get by, by selling our trade a so-called just as good article, but if we are in business to stay—this year—next year—and the years to come, let us build our foundation honestly and securely and, in so doing, give our customers a quality article.

¶ Don't let your manufacturer or jobber try to dictate to you the class of sundries you should handle. You understand your own trade—their wishes and desires, much better than anyone else. Therefore—your success will be based wholly upon your own good judgment rather than that of a vendee who may wish to sell a "just as good" article, for reasons best known to himself.

¶ Create for yourself a lifelong business by selling only such articles as conduce to the best results—Your success and the number of satisfied customers you create are synonymous.

New Departure sundries are for sale by all leading manufacturers and jobbers in America.

However—if for any reason you are unable to secure them through your regular channels, please advise us.

THE NEW DEPARTURE MANUFACTURING COMPANY

Bristol, Connecticut, U. S. A.

1915 Harley-Davidson Shipments to Date

1914

Shipments of 1914 models to Nov. 28, 1913

1915

Shipments of 1915 models to Nov. 28, 1914, an increase of 48% over last year's shipments.

79% of 1915 Harley-Davidson Models Shipped To Date Were 3-Speed Twins

Five weeks ago we said, "The Harley-Davidson factories are the best equipped and best organized in the industry."

We now submit the above comparison of shipments of 1914 and 1915 Harley-Davidson models as proof of that statement.

In order to sell motorcycles, dealers must have demonstrators. Every Harley-Davidson dealer's order received to date (Nov. 28th) for a 1915 demonstrator will be shipped BY DECEMBER **10th.** Quantity shipments will follow immediately.

It is true that the Harley-Davidson factories are running day and night, but it is also true that the Harley-Davidson factory organization is such that we will not only be able to take care of the present Harley-Davidson dealers throughout the season, but we will also be able to add a number of new dealers in territory where as yet the Harley-Davidson is not represented.

Interested dealers will do well to write at once.

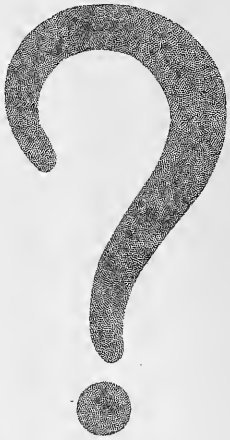
Harley-Davidson Motor Company

Producers of High-Grade Motorcycles for Nearly Fourteen Years

Milwaukee, Wisconsin, U. S. A.

Which Speedometer Will You Select—

The Speedometer that shows a variation of 28% between 0° and 100° Fahrenheit, or the speedometer that shows no appreciable variation under the same conditions?



There are many reasons why it is to your interests to select the

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

But—the one reason, more important than any other, is the fact that the Corbin-Brown is built on the **centrifugal** principle.

For, if the accuracy of a speedometer is going to fluctuate with the weather, there is practically no value in having a speedometer at all.

Very few speedometers are permitted to operate under ideal climatic conditions. Practically all are subjected to extremes of heat and cold.

Tests conducted in government laboratories have proved that the magnetic speedometer shows a variation of 28% between 0° and 100° Fahrenheit and that the centrifugal speedometer is practically unaffected under the same conditions.

Is it not obvious that your future satisfaction demands the selection of a **centrifugal** Speedometer—the Corbin-Brown?

Write today for Catalog

THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Brakes and Automatic Screw Machine Parts

Vol. LXX New York, December 8, 1914 No. 12

The Week's News : : at a Glance : :

New Zealand Jobbers to Handle Excelsiors
New York Show to Be Larger Than Ever
Baxter Now Owns Baxter Side Car Co.
Hendee Moves Chicago Branch
Consul Gracey Urges Trade With Spain
Looking Back at Savannah
Bicycle Races for Panama Exposition
F. A. M. Membership Figures for November

SPECIAL FEATURES

Hugo Scheeren — Looking at the Question of Big Advertising
What $210 Could Buy in Motorcycles Ten Years Ago and What It Buys Today
Adventures of John Prospect
Selling Schemes of Our British Cousins

Excelsiors for New Zealand

Clarkson, New Zealand Dealer, to Sell American Motorcycles

J. B. Clarkson, of the well-known wholesale cycle firm in New Zealand, is back again on American soil. He sure is some hustler! Left New York for Europe on October 21st and arrived back again on the Lusitania a few days ago. And now he is on his way to San Francisco. Why all this hustling? Well, Clarkson seems to think that the trademark, "Made in America," isn't such a bad one after all.

Besides handling a large number of English motorcycles and accessories for his native province and Australia, J. B. Clarkson & Co., Ltd., have signed up with several American manufacturers. They will represent in the coming year the Excelsior Motor & Supplies Co. and believe that they will do a good business in Excelsior motorcycles. Clarkson has accepted the agencies for American light cars from the Princess Motor Co. and the Remington Motor Co. In speaking of the new lines, the New Zealander said: "These are comparatively new to us, but we are putting the best of our organization into pushing them. We feel sure that, with the factory backing we will receive, the results will be satisfactory in every way to the manufacturers and to us."

The backing of Clarkson's organization certainly means a great deal. Last year they did about $1,250.000 worth of business.

About his trip to Europe the Australian distributer spoke with enthusiasm on conditions in England, though he much deplored the scenes of desolation and poverty which he saw in France. He said:

"In England, business generally is going on as usual, and all the manufacturing districts are busy. In fact, there are not as many unemployed as in normal times. Of course, War Office orders have a lot to do with this. The English export and import trade is fairly good and deliveries in all lines can be given. Our business arrangements with that country are practically as previous to the war.

"A short trip to France, embracing a run to Senlis, a town which had at least a hundred houses and shops destroyed and about thirty inhabitants killed, and a ride to Meaux, was very interesting though sad. At Meaux we hired a car

and drove 15 miles, to within 10 miles of the outskirts of Soissons—as near as we could get to the fighting line.

"This is part of the Marne battlefield and we saw ruined churches and villages, destroyed bridges, hundreds of soldiers' graves and a very sad lot of humble and homeless peasant people. We saw a cemetery at Chantry which had been used as a fortress and the Germans and French had been fighting over dead men's graves.

"Business conditions in France are very quiet and amusements off; but the French people are placidly confident in their ultimate success."

Praise from English Contemporary

If there is one thing which Bicycling World and Motorcycle Review strives for it is exactness. We want to have the news right, not some of the time, but all the time—not some items only, but every bit of news that we publish.

It is pleasant to note that an article on the English soldier-cyclists in a recent number has been praised by one of our English contemporaries. Bicycling News for November 18th says:

"Bicycling World (the second oldest cycling paper in the world) has an excellent article on the "Soldier Cyclists of England," in which considerable credit is given to this, the most mobile arm of the Service."

Haverford Cycle Co. Takes Merkel

The Detroit, Mich., branch of the Haverford Cycle Co., of which E. C. Kicherer is manager, has taken the state agency for the Flying Merkel, which it has handled for several years. The Haverford company handled the Dayton locally last season. Kicherer will go on the road this month, as soon as the new models are received, and spend eight or ten weeks placing agencies throughout the state. Previous to his departure he will issue invitations to all riders and prospects whose addresses he can obtain to call and examine the new models at the store.

Filling Stations for Northwest

John A. Walters, of Portland, Ore., has recently put in operation numerous filling stations along the Pacific Highway throughout Oregon and Washington. These are much appreciated by motorcyclists making the trip along the new coast road.

According to report from the office of Secretary of State at Sacramento, Cal., there are now 25,803 licensed motorcycles in the State of California.

CENTRAL PALACE IS PREPARED FOR SHOW

Record-breaking Number of Exhibitors Overflow Four Floors of Great Building—Accessory Exhibits Expected to Prove Intensely Interesting

Preparations for the Fifteenth Annual National Automobile and Motorcycle Show, to be held in Grand Central Palace, New York city, the week of January 2-9, under the auspices of the National Automobile Chamber of Commerce, are progressing rapidly. More than 50,000 square feet of floor space, embracing four floors of the building, will be filled to capacity by the exhibitors, who will number close to 300. Of those already apportioned space, 92 are makers of complete cars and the balance motorcycle and accessory exhibitors.

While the greater portion of the space available at the show has been allotted to members of the National Automobile Chamber of Commerce for the showing of complete cars and to members of the Motor and Accessory Manufacturers for accessory exhibits, considerable space has been apportioned to concerns who are members of neither of these. Manager S. A. Miles and his corps of assistants have faced a difficult problem securing sufficient space in the huge building for all of the accessory makers who desire to display their wares. The accessory exhibits nowadays are about as interesting as anything shown, for in the accessory booths are to be found so many absolutely new inventions that cannot fail to interest motorists.

While exhibitors are to a large degree keeping secret what they expect to spring on the public when the show opens, it has been whispered confidentially that a number of makers will show some novel surprises.

Miami Catalog Attracts

New, and of interest to riders and dealers alike, is the 1915 Miami catalog of the Miami Cycle & Mfg. Co., Middletown, O. On the cover is to be seen the well-known Flying Merkel nameplate executed in yellow.

The first two pages of the catalog are devoted to "selling logic," showing the various items which are to be considered by a prospective buyer of a motorcycle and how the Flying Merkel models conform to the requirements. Following this there is a list of racemeets won by the Flying Merkel during the past season, together with a list of notable municipal departments which have purchased the machine for use in various ways.

The paper throughout is of the best and the illustrations in halftones are highly finished.

The whole constitutes a sensible and decorative presentation of the Miami motorcycle line and should be welcome to all interested on account of the excellence of its make-up and the quality of its finish.

DEATH CLAIMS BOYD, NEW HAVEN DEALER

After a long illness, James N. Boyd, of New Haven, Conn., a well-known garageman and dealer in motor vehicles and bicycles, died in that city on November 23rd.

With a wide knowledge and experience in engine work, Boyd first entered the bicycle business in small quarters in the rear of his home. Later he added automobiles and motorcycles to his line. He had the distinction of being one of the first in New Haven to build and ride a motorcycle. His success in selling machines and two-wheelers permitted him to build a handsome garage on state street, which location he retained until the time of his death.

Lemley New Seattle Manager

G. Gray Lemley has succeeded A. H. Jones as manager in Seattle of Ballou & Wright, Indian distributers throughout the Northwest. Lemley has been connected with this company since 1912.

A. J. Monchief is now purchasing agent, which position was formerly filled by Lemley.

Where Corbin Products Can Be Seen

Following its old established precedent of making its booth in the New York show an attractive exhibit of its products, the Corbin Screw Corporation, of New Britain, Conn., will display in the January exhibition in Grand Central Palace a full line of Corbin-Brown motorcycle speedometers and Corbin motorcycle and bicycle brakes. The booth will occupy space C-102 on the third floor, and the opportunity will be afforded cyclists to inspect the outward appearance and inward mechanism of the 1915 product.

Sac City Riders Form Club

With 16 charter members, a motorcycle club has been organized at Sac City, Ia. They expect to have sufficient membership to join the F. A. M. by the first of the year and to receive the full F. A. M. privileges.

GRACEY'S ADVICE ON TRADE WITH SPAIN

War Opens Market in Spain to American Cycle Manufacturers, Says Gracey, American Consul at Seville—Suggests Filing Catalogs at Consulate

Wilbur T. Gracey, the American Consul at Seville, Spain, has sent a communication to cycle and accessories manufacturers in which he renews his profer of cooperating with them in increasing their Spanish trade.

He desires to be made cognizant of what progress has thus far been made by the manufacturers in their efforts to extend trade in that country; whether they have secured satisfactory representatives and how he can be of further assistance at the present time.

Among other things he says:

"Owing to the European crisis certain lines of goods can now be sold here which could not previously find a market because of competition. It may be that your goods are in this category, and this office will be glad to give you all possible information and assistance.

"We can better treat your individual case if you will send us a list of questions regarding the points that it would be to your advantage to have answered, and would suggest that the filing in this consulate of duplicate copies of your latest catalog, with discounts, terms, etc., would be advisable. The printing of catalogs in Spanish would be advantageous and correspondence with firms should be in that language. I should also advise the quotation of c. i. f. prices when possible, or at least f. o. b. New York, and net quotations, or with simple, one figure discounts Credits are advisable and the financial standing of local firms here can be secured upon application to Dun's agency, which has a representative here.

"Weights should be given in catalogs, both ordinary and legal, preferably in kilograms, and special care should be taken to have them accurate as duties here are fixed by the weights, and heavy fines are sometimes charged for false statement of weights."

Diamond Chains Now Detachable

The Diamond Chain & Mfg. Co., Indianapolis, Ind., announces that all its roller chains above ¾-inch pitch will be supplied in the cotter pin detachable type, when desired. While some sizes have been made in this way for some time, the increase in facilities which permits the application of this feature to practically the whole line, will result in the use of Diamond chains in many drives where an easy change in the length or linkage is important. The details of the material and construction have not been changed, and the same accuracy in machining and care in the treatment of the metals used will be found to have been exercised in the manufacture of all equipment furnished by this company. A competent engineering department is at the service of the power user, and power transmission problems will be carefully analyzed to the end that the most efficient drive may be installed. The company states that it is at all times glad to recommend and estimate on such equipment, and the advice of its engineers, who are of necessity specialists in this field, should be of great value.

NO REORGANIZATION IN BAXTER SIDECAR CO.

Contrary to the general reports that first there would be, and later that there had been, a reorganization of the Baxter Side Car Co., maker of sidecars in Dorchester, Mass., no such arrangement has or will be consummated, as the concern has been bought up by James Baxter, who will continue the business as a personal enterprise.

During the life of the former organization it was generally supposed that Baxter was the ruling power in the company, but this was not the case, for though he had an interest he had no voting power in the meeting of the directors and was not the main factor in the company's affairs.

Baxter will in the future run the concern on lines of his own. He will continue the manufacture of sidecars and already has some of the 1915 models on hand ready for immediate delivery. Sensational news is promised from the factory and it is suspected it will be in the form of price reduction in connection with increased values.

Newfoundland Increases Duties

The Newfoundland government, as a war measure, has increased the import duties on many articles, the list including motor vehicles and automobile tires, the increase on the former being from 30 to 45 per cent, and on the latter, from 40 to 45 per cent on all makes and sizes of tires.

According to the Secretary of State, California has now registered 24,379 motorcycles of all makes. This is a large increase over last year.

DELAYED SHIPMENT OF RED JEWELS ARRIVES

After a Period of Three Months, During Which Red Jewel Glass for Tail Lights Could Not Be Obtained, Supply Reaches Majestic Co.

The Majestic Mfg. Co., of Worcester, Mass., manufacturer of motorcycle and bicycle accessories, has just received a large shipment of red ruby jewels, used in the little rear reflector for bicycle and motorcycle tail lamps, after a period of about three months during which time is was impossible to obtain them. There has been a very heavy demand for these reflectors throughout the cycling field and as it is impossible to obtain the glasses from American glass manufacturers except at a prohibitive price they have always been imported from Bohemia, which is in the heart of the disturbed European district.

During the latter part of June the Majestic company placed an order with their import connections for a large number of these, which was ample time to insure themselves against running out of material. However, the war breaking out in August was just in time to cut off the shipment, which had been forwarded from the Bohemian factory to Hamburg, Germany, for ocean shipment.

The cases containing the goods were evidently held up at some point in Germany and from the appearance of the cases when received in Worcester were evidently shipped from point to point and given rough usage. Each case plainly bore marks of having been opened several times and subjected to inspection to satisfy the authorities that they did not contain contraband of war. Eventually the shipment was pushed through to Rotterdam, Holland, and forwarded from that point, arriving in New York city one week ago.

HENDEE CO. MOVES CHICAGO BRANCH

Long since having outgrown the three-story building occupied by its Chicago branch at 1251 Michigan avenue, since the establishment of that factory distributing point seven years ago, the Hendee Mfg. Co. has vacated this stand and leased the handsome and much larger three-story building one door south, at the corner of Michigan avenue and 13th street.

This new location, it is expected, will be the nucleus for a steadily growing trade in the Middle West.

J. W. Grady Gets Smith Motor Wheel

Continuing its activities in the placing of agencies, the A. O. Smith Co., Milwaukee, Wis., of which W. V. C. Jackson is the manager of the Motor Wheel division, has appointed the following sales representatives for Smith Motor Wheels during the past week.

J. W. Grady & Co., Worcester, Mass., will look after the territory of the states of Maine, New Hampshire, Vermont, Massachusetts and Rhode Island; while the Zinke Co., of 1322 Michigan avenue, Chicago, Ill., will promote sales in that state, including the city of Chicago.

This arrangement will make it possible for the manufacturers to keep in close touch with the situation in these states and to know at all times just what the dealers who handle its product are doing.

Edwards-Crist Co. Moves Main Store

By reason of the greatly increased space available, there has been made possible the effecting of a most desirable combination, whereby the Edwards-Crist Mfg. Co. removes its main store, heretofore located at 1350 Michigan avenue, two blocks south, to part of the building occupied by the branch. While both stores will have ground floor sales and executive departments, they will be separate and independent establishments in the full sense of the word, as heretofore.

Jesse Edwards will, of course, continue in his dual capacity of branch manager and head of his own chain of retail stores, from which the Indian will be exploited in Cook county.

Chief among the many advantages which accrue from the combination, may be cited a centralization of administration with greater efficiency, decreased overhead, much more space in all departments, superior distributing facilities and a corner location in the heart of the motor thoroughfare of Chicago. The tremendous expansion of the company's business having rendered the old quarters totally inadequate, the removal of the branch has been in contemplation for some time, but until now a suitable location was not available.

Merkel Agency Placed in Binghamton

W. H. Wolf, as manager of the estate of C. H. Turner, under which name he operates a motorcycle and bicycle agency in Binghamton, N. Y., has acquired the agency for Flying Merkel motorcycles. Wolf is conducting the business formerly run by C. H. Turner and expects to increase his sales greatly in Binghamton during the coming season. He reported a good season last year.

HOW THE LAPS WERE RIDDEN IN SAVANNAH

Detailed Statistical Record of "American Classic" Shows the Lap Time of Every Rider — Score Sheet Supplement is Final Word in 300-Mile Contest

We present as a supplement this week the complete checking sheet of the great Savannah race described at length in our last issue. This sheet could not be compiled in time for publicity last week, but is necessary to a thorough understanding of the race, as it shows the actual time consumed by each rider, each lap, their relative position in each lap, and exactly who finished and who dropped out and when and why.

The time given is watch time, and as the race started at nine o'clock, nine hours should be deducted from each record in order to obtain actual elapsed time.

The method of timing and score keeping was very efficient and no disputes have arisen.

The chart will repay the most careful study, as the consistency of some of the riders was most remarkable and some individual laps were done in phenomenal time.

We have tried as far as possible in the arrangement of this sheet to give a graphic view of the whole race, and when read in connection with our news story of last week will we hope be as near as possible to actual attendance at the event.

F. A. M. Membership Statistics

The membership statistics of the national organization for the month of November show a slight falling off, owing to the decline of the outdoor season.

The feature of the report is the splendid showing made by the State of South Carolina, which triumphantly heads the list with 45 new and renewed memberships to her credit. New York is second, with 39 new members.

In all, 182 riders have signed up with the national organization, while 139 have renewed their membership, a creditable showing for this time of year.

The W. F. M. presents a budget of 632, a welcome addition to the treasury.

Membership statistics for November:

State.	Affiliated.	Unaffiliated.	Renewals.
Maine	0	1	0
New Hampshire	0	22	3
Massachusetts	2	3	9
Rhode Island	0	0	1
Connecticut	0	0	2
New York	24	0	15
New Jersey	10	5	2
Pennsylvania	1	6	9
Maryland	5	0	2
Virginia	0	2	0
West Virginia	0	0	1
Delaware	0	0	2
Dist. of Columbia	2	0	1
North Carolina	0	1	0
South Carolina	29	2	23
Georgia	0	0	2
Florida	0	0	1
Northern Texas	0	2	1
Southern Texas	7	2	1
Kentucky	15	1	0
Oklahoma	0	7	0
Ohio	3	2	11
Indiana	4	0	10
Illinois	0	8	4
Missouri	0	2	2
Wisconsin	0	3	3
Michigan	0	1	2
Minnesota	0	1	2
North Dakota	0	0	1
South Dakota	0	0	1
Nebraska	1	0	2
Kansas	2	1	6
Iowa	7	0	2
California	2	1	11
Nevada	0	0	1
Utah	0	0	1
Colorado	0	1	1
Arizona	0	0	1
Montana	0	0	0
Oregon	2	1	1
Washington	0	0	2
British Columbia	0	0	0
	107	75	139

Hub Cycle Co. Become Pierce Distributers in New England

Arrangements have been perfected by the Hub Cycle Co., with headquarters in Boston, Mass., whereby that concern will act as distributers throughout a large section of New England territory for the Pierce Cycle Co., of Buffalo, N. Y., manufacturers of Pierce bicycles. The Hub Co. will distribute in Maine, New Hampshire, that section of Massachusetts which is east of the Connecticut river, and the state of Rhode Island. The balance of New England will continue as territory controlled by the New York Sporting Goods Co.

C. F. Corey, who is the "outside man" of the Boston concern, will personally look after the Pierce business and devote a large part of his time in increasing the agency list of bicycle dealers who handle the product of the Buffalo manufacturer.

Syracuse Jobber Takes Racycles

W. D. Andrews, Syracuse, N. Y., jobber in motorcycles, bicycles and accessories, has been appointed distributer of Racycle bicycles, manufactured by the Miami Cycle & Mfg. Co. Andrews' territory will comprise the whole of Onondaga county.

New Year's Day will see the start of the annual sociability run of the New Jersey Motorcycle Club. All riders are invited to compete.

Maintains Motorcycle Club at Own Expense

And Bronx Harley-Davidson Dealer Considers It Worth While—Believes in Advertising Extensively and Is Opposed to Price-cutting —Favors New York Dealers' Organization

The Bronx has been famous for its goats—real goats, for the figurative goat exists wherever a human being can be found. A few years ago if you were to go to any of the numerous Bronx parks, rest in the cool woods, read your favorite paper and then take an afternoon nap, you would have found after your siesta that the better part of your paper had been chewed away by someone or something. Looking about for the culprit, you might have seen, enveloped in a cloud of dust, the hoofs of a quadruped moving along very rapidly down the road and two horns standing up high in the air.

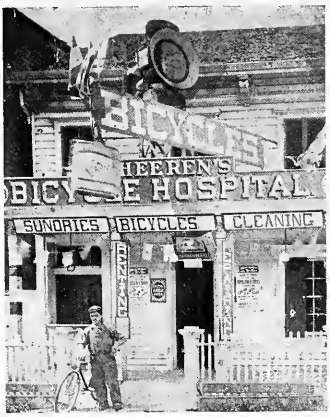
But times have changed since Hugo Scheeren took in hand the work of ridding the Bronx of its goats, for he has been on the job for nearly 20 years. No longer do you see the familiar sight of small carriages being laboriously moved along by "nannies" or "billies," but the power-driven two-wheeler will fly past you like a streak of lightning and incidently prove to you that the Bronx, once an insignificant part of New York city, has finally come into its own.

In Business for Twenty Years

Yes, Scheeren has been in the Bronx for about 20 years as a bicycle dealer and later as the Harley-Davidson agent for his county. He is reputed as being the oldest cycle merchant in the borough, and is known for miles around as the man from whom you can be sure of getting a square deal.

By means of his German thoroughness and perseverance, Scheeren's business has grown from two little stores, one of which he called the "Bicycle Hospital," established in 1898, to the present large store which he has at 3119 3rd avenue. Being himself a machinist of broad experience, he started in the beginning as a general repairman and electrical contractor, taking bicycles as a side line. Then, when cycling enthusiasts turned their attention to the motorcycle, Scheeren, like a real progressive dealer, added several machines to his line. At present he handles Harley-Davidsons exclusively and does a few electrical and general mechanical jobs.

Scheeren's store is located near the edge of a big shopping center, and before it is a large turn of the elevated railway and surface car line, so that his signs, which he has attached to the cornice of the one-story building he occupies, are easily seen by those riding past. The windows are attractively arranged, both of them displaying not only motorcycles but also bicycles and accessories.



Scheeren's "Bicycle Hospital" in 1898

When I entered the store I found myself in an oblong-shaped room with motorcycles standing along the walls in the usual fashion, while Harley-Davidson posters were employed as decorations. For bicycles a special rack was provided in the rear, which Scheeren had constructed after his own plan. Accessories were not well shown, but this was due, as he told me later, to his having moved just recently to the new premises.

Cosy Motorcycle Club Rooms

A young man came out to greet me, and when I asked to see the proprietor he led me into a small office which adjoined the repair-shop. Standing midway between his desk and a glowing fire, Scheeren stood with outstretched hand and a smile that would have made the career of a politician.

"First," he said, after I had introduced myself, "I want to show you the motorcycle club rooms—they're dandy."

His praise wasn't an exaggeration. There were two large rooms, besides a bath for motorcyclists who desired to wash up after the day's run. One of the rooms was intended for the purpose of cleaning machines and the other for social gatherings. In the latter were some upholstered furniture, plenty of chairs, interesting pictures and a grand piano, on which a rider was merrily banging out a popular rag, while others sang lustily to their hearts' content.

"We've got the right crowd of boys here," said the proprietor after we had returned to his office. "The fellows all stick together and have an enjoyable time."

"Does any business advantage accrue to you as a result of maintaining these rooms?" I asked.

"Well, I keep them at my own expense and find that if a good bunch of fellows can be gotten it's worth while. It helps to create a steady trade. But cliques have broken up clubs that I have previously formed and at least one ambitious member branched out into the motorcycle business for himself.

Preventing Riders from "Butting In"

"A dealer will always have riders coming into his place, of course, especially if he stores machines, as I do. Now, when a prospect enters this establishment, looks over our line and seems perfectly pleased with it, a rider standing in the store, who uses a different mount, may 'butt in' on the conversation. He will make all kinds of claims for his motorcycle and finally get the would-be owner interested in a make that I do not handle. In that way I have lost more than one customer.

"I do not permit members of the club or other riders who frequent the store to remain for any length of time on the sales floor. The club rooms for theirs."

"How do you get your prospects?"

"Almost entirely through my customers. I have been in the Bronx all these years and have naturally made many friends. My window displays and my location in a busy district are also responsible for some of the trade I get."

"Do you follow up prospects?"

"If I know that a man coming in here is determined upon getting a Harley-Davidson, but has not yet decided upon the time, I feel that we ought to do very little following up. The chances are that some friend of his owns a machine of that make and he knows exactly what he wants. To follow him up persistently, either by calls or by letters, would be equivalent to pestering him and he'd soon become disgusted. When he has the money he'll come back all right."

Demonstration the Best Argument

"What if a man is undecided as to the make he wants?"

"That's another question. The best way of persuading a prospect of that kind is by giving him a number of demonstrations. Show him how to work the machine, its strong points as compared with others, and take him up a steep hill or two, and you'll land the sale quite easily. My son, whom I am breaking into the business, does most of the demonstrating and has met with good success."

"Do you sell on the installment plan?"

"Not often. I do not handle the deferred payment business myself. People up here think that it is exorbitant to ask them to pay 10 per cent on the list price. They'd rather nurse the motorcycle bug along, put their money in a bank where it will accumulate interest, and then pay cash for their machines."

"Take second-hand machines in part payment?"

"I don't buy them outright unless I see a chance of making a real bargain. I generally permit the prospect to leave his machine on our sales floor and I communicate with possible buyers. If the machine is sold solely by my own efforts, I ask 5 per cent commission, and the balance goes toward paying for the new machine."

"Have you sold many sidecars last season?"

"Yes, I sold a few, and I expect the call to be pretty good this season."

"Is your electrical and mechanical repair business helpful?"

"It doesn't amount to much," replied Scheeren. "People have come to the conclusion that my store is a bicycle and motorcycle specialty place and think that I will overcharge them. But during the dull season the odd jobs I get here and there come in handy."

"How about your income from storing machines?"

"That constitutes a large part of my total receipts. Just now I have only 28 machines, each of which brings in $1.50 per month. This more than covers my rent. In the summer time I have over 50 machines."

"Why don't you keep phonographs?"

Phonographs Too Much a Specialty

"In this busy section things are highly specialized. There are plenty of stores down the street that sell only pianos and phonographs. Where would I fit in as a motorcycle and bicycle dealer?"

"Do you permit motorcyclists to make repairs in your shop?"

"They can make small repairs if they want to; but I do not allow them to take down their motor or make large repairs. I feel that maintaining the club rooms, as I do, I am entitled to some compensation, and that the boys ought to turn their large repair jobs over to me.

"I was telling you before," continued Scheeren, "that a number of mechanics I had and one of the club members launched into the motorcycle trade. Of course they had a perfect right to do so.

"But one of them tried to drive me out of business by cutting prices right and left. An accessory that I would sell for $18 this fellow sold for $12, and he wasn't any too scrupulous about selling machines under list price. Well, I knew it wouldn't last long. I sat down one day and figured out the fellow's rent, gas bill, and so forth, and also his receipts. I decided that he must be losing nearly $50 a month. So, believe me, his price cutting didn't worry me much. I knew darn well that he couldn't last.

An Enemy of Cut Prices

"Customers used to come in my place at that time and tell me how much cheaper they could buy from this competitor of mine. I told them that they were foolish if they didn't take advantage of a lower price. But as for me—list price!

"My cut-price competitor, whom I called a 'summer fly,' just held out for three months. And those that flocked over to him all came back to Scheeren's."

"So you don't believe in cutting prices at all?"

"No, sir!" came the quick response with great emphasis. "The only time I do anything that resembles price cutting is when a man has bought a machine from me and wishes to get some accessories. If he asks for $18 worth I may let him have them for $15. I believe that a customer has a right to expect some generosity after having spent a large sum of money for a motorcycle."

"What do you think of the idea of forming a metropolitan dealers' association?"

"That's a bully idea. One of the best things an organization of that sort can do is to standardize prices. Price cutting must be eliminated, and I honestly believe that there are many dealers who will agree with me."

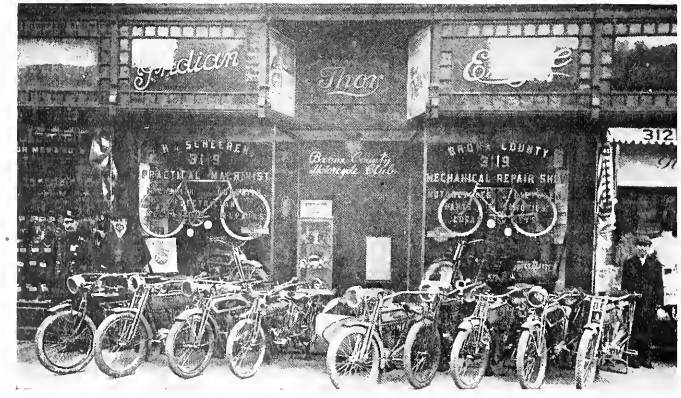
Will Try Advertising in "Movies"

"Go into advertising very strongly?"

"Yes, I have been advertising quite a bit. I use the local papers mostly. Experience has shown me that advertising on theater curtains and programs is not productive of results. During the coming season I will use the screens in moving picture houses for advertising. The price is $1 weekly and your ad is flashed on the screen several times each day. I haven's tried the movies before, so this will be largely in the nature of an experiment."

"Will you do any window decorating for Christmas?"

"Surely. That's a mighty good time



Present store of Hugo Scheeren. Harley-Davidson agent for Bronx County, New York

of the year to attractively show motorcycles and bicycles. There are crowds passing here every night around Christmas time that will be interested in a good display. Last year we had holly and wreaths for decorations and miniature electric bulbs of many colors. I believe in the drawing power of well-conceived displays, and when I have the store fixed up the way I want it to be I'm going to do more of it."

Being about to take my leave Scheeren and I walked into the sales room, where he called my attention to a number of improvements he had made.

"That pulley and rope you see hanging from the ceiling," he began, "are to raise machines from the floor, after which we roll the bench there under the motorcycle and let it stand upright. All our work on machines is done on the bench, for I don't like to sprain my back.

"We used to have our repair-shop in the store; I decided to place it inside, so that this room might be neat, clean and favorably impress prospects."

When we got to the door the Bronxite wrung my hand—I can feel that handshake yet—and said:

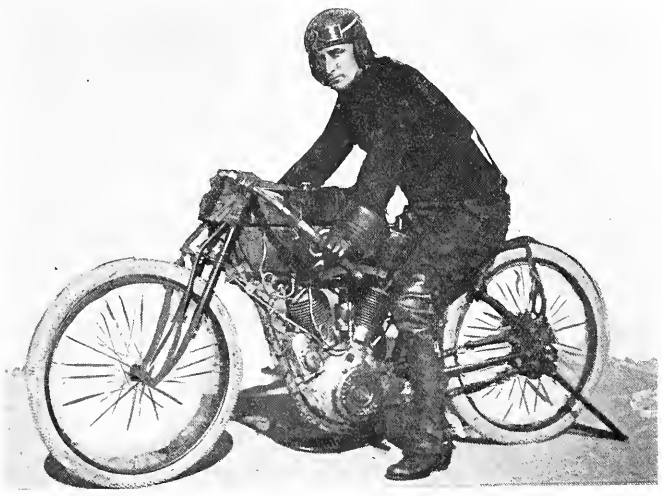
"Oh, I meant to tell you at the very beginning how much I value the stories appearing in Bicycling World and Motorcycle Review. I am an old timer and know by now most of the methods used in the business. But your publication prints many new and interesting facts.

"My two sons, who are starting in the business, look forward eagerly to each week's issue. I have them cut out all the many good stories and paste them in a scrap book for their future reference."

Three New F.A.M. Attorneys Appointed

The ever-active legal action chairman, W. F. Johnson, announces that he has secured three more capable attorneys to aid motorcyclists in their legal troubles. They are: Thomas S. McMillan, Charleston, S. C.; John W. Cooper, Omaha, Neb., and Lloyd Paintor, Streator, Ill.

Legal Action Chairman Johnson has appointed the following F. A. M. attorneys: Emmett Jackson, Lima, O.; Moss A. Plunket, Roanoke, Va.; E. R. Barnes, Pratt, Kan.; R. F. Lusk, Gadsden, Ala.; George Y. Webster, Rochester, N. Y.; S. A. Wight, Springfield, Ill.; Charles J. Martin, New Haven, Conn.



George Sorensen, whose heady riding won him fourth place at Savannah

Remy Makes Change in Los Angeles

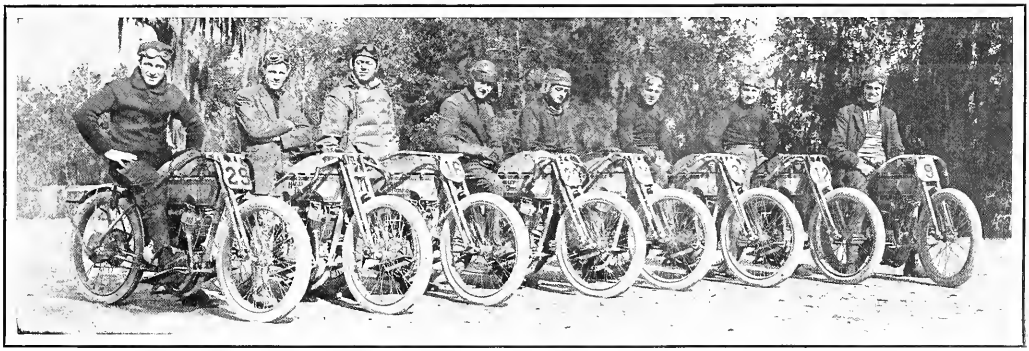
A change has been made in the Remy service station in Los Angeles, Cal. Under the new arrangement the station will be conducted by the Hucks Auto Electric Co., which is located in the premises 627 West Pico street. A complete line of Remy products will be stocked, and facilities will be at hand at all times to make repairs or replacements.

Riders of Remy-equipped machines should note this.

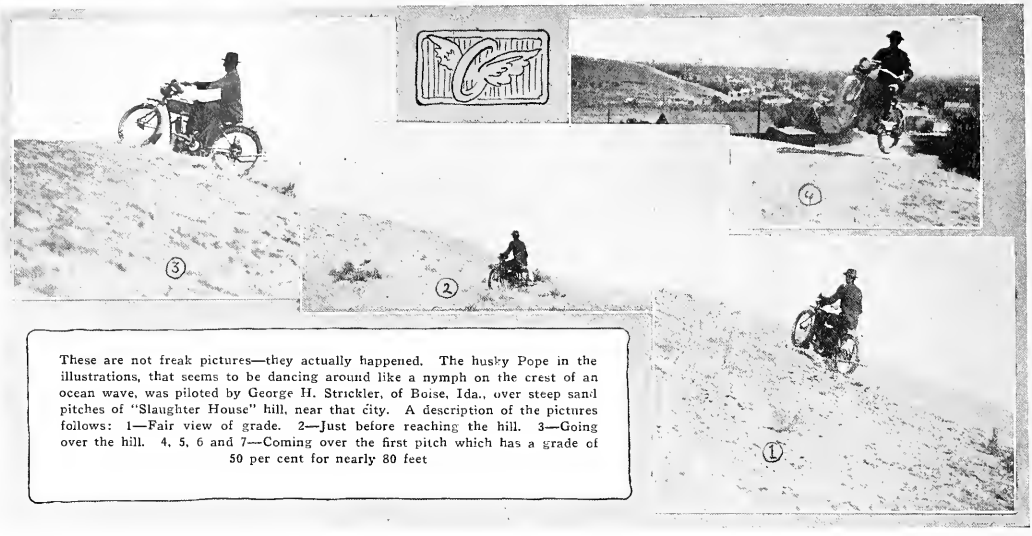
Sorensen's Fine Record

Inasmuch as organization of a racing team has always been deemed to be a necessity to success, the performance of George Sorensen at Savannah is certainly worthy of special comment. Sorensen was alone. His organization was himself. He traveled to Savannah as an individual and without an organization of mechanics, pit men and supply department. He finished fourth against the biggest racing men in the country, emphasizing still further that motorcycle racing is a true sport inasmuch as the personal equation counts for so much.

Sorensen rode a heady race from the start, and while more ambitious riders were exhausting themselves and their mounts in the effort to set a breakneck pace, he was contented to trail behind. But at the finish he came strong in the last few laps and made an enviable records by finishing fourth to noted riders.



The Harley-Davidson speedsters at Savannah—Weishaar, French, Sloop, Janke, Yerkes, Kelly, Schroder and Stratton (captain)



These are not freak pictures—they actually happened. The husky Pope in the illustrations, that seems to be dancing around like a nymph on the crest of an ocean wave, was piloted by George H. Strickler, of Boise, Ida., over steep sand pitches of "Slaughter House" hill, near that city. A description of the pictures follows: 1—Fair view of grade. 2—Just before reaching the hill. 3—Going over the hill. 4, 5, 6 and 7—Coming over the first pitch which has a grade of 50 per cent for nearly 80 feet

STRICKLER SHOWS THAT THE POPE CAN CLIMB

Some remarkable motorcycle riding has been shown by Geo. H. Strickler, of Boise, Idaho, a section where motorcycles are coming into rapid favor, and near which city some extraordinary grades may be found. Strickler's description of the picture is, therefore, interesting and the pictures themselves will bear close scrutiny.

"The pictures I send you herewith show a Model L Pope motorcycle with myself as pilot doing 'stunts' which were heretofore considered impossible.

"No. 1 is the only picture which shows the grade to any extent. No. 2 is just before I reached the hill or slope. No. 3 shows going over.

"Before reaching this slope I had to go through about 6 inches of sand, a distance of 90 feet, part of the slope being sandy with several offsets to go over.

"This slope is known as the second-hand pitch of "Slaughter House" hill; the worst little climb in the country. I have gone over it with my machine while two 2-speeds failed.

"No. 4, 5, 6 and 7 show me coming over the first pitch, which has a grade of 50 per cent for nearly 80 feet. The first part of the grade is 22 per cent for nearly 200 feet. I have also brought over a tandem passenger weighing 135 pounds.

"I have seen several pictures of different makes of machines doing the leaping act, but not on this kind of a grade. It is the greatest puller I ever saw or rode."

Two More Repair-Shops Registered

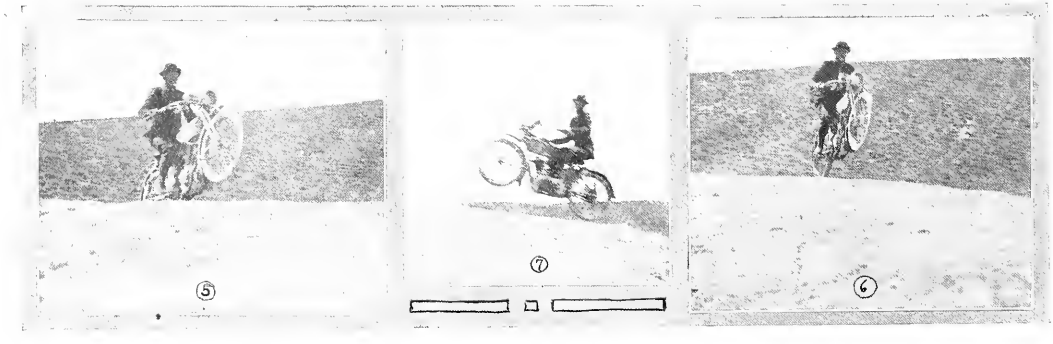
Travelers in Madisonville, Ky., will find there an F. A. M. repair-shop at 115 Main street. They will find there also W. J. Bailey, the proprietor. The repair-shop is licensed No. 1097.

The repair-shop of William Goettsche, at 111 South Wheeler avenue, Grand Island, Neb., has been recently registered. It received No. 1098.

These new repair-shops have recently been registered with the F. A. M.: Ira Enmark, 424 South 6th street, Minneapolis, Minn., No. 1103; El Reno Arms & Cycle Co., 216 South Rock Island avenue, El Reno, Okla., No. 1104, and Milton Menefee, 301 2nd street, N. E., Roanoke, Va., No. 1105.

Chandler Smiles As His Sales Grow

M. B. Chandler, of Texarkana, Ark., agent for Harley-Davidson motorcycles, disposed of 15 1914 model Harley-Davidsons, most of them twin two-speeds, during the season just passed, and of course has renewed his contract for 1915. He will have to move into a larger building, as his present quarters at 1302 County avenue are entirely too small to accommodate his growing business. In addition to the Harley-Davidson line of motorcycles, Chandler handles accessories of all kinds, Harley-Davidson oil, gas, Prest-O-Lite tanks, and does a large repair and second-hand motorcycle business.



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MOTORCYCLES FOR THE AMERICAN ARMY

As week after week passes the motorcycle in the European theater of war shows its great value for war purposes. It is proving conclusively that it has a place and a place by no means insignificant in the military equipment of every nation.

The motorcycle belongs to the army just the same as the seige guns and the transport trucks. It has demonstrated its value for scouting purposes time and again, and motorcycle riders have been mentioned in despatches with every report from the expeditionary force. When need arises the motorcycle despatch riders have gone from one end of the 200-mile battle front in France to the other in little over a day.

It's up to Uncle Sam to learn the lessons taught by the great war, if he does not want to be left away behind other nations in military efficiency. It's up to motorcycle manufacturers to see that he starts right in to increase his equipment of motorcycles, and to the bicycle manufacturers to see that he takes advantage of the lessons taught by the Belgian and British cyclist-soldiers, who are the most mobile army corps in existence.

Some day Uncle Sam is going to have a full equipment of bicycles, of motorcycles, of sidecars fitted with machine guns, and of sidecar ambulances. That day will see the disappearance of the old army saber and the historic army mule—it will see the advent of a new element of strong mechanical efficiency in the service.

The European war has supplied the manufacturers with proofs of the validity of their claims. If they are frightened by the old army saber and army mule in approaching Uncle Sam on this point, they are giving up ground which is rightfully theirs. The motorcycle and the bicycle belong under the Stars and Stripes!

GARAGES MAY BE LIABILITIES OR ASSETS

The rider of the motorcycle is dependant to a certain extent upon garages. The garages supply him with gas and oil. They vulcanize a tire for him or mend a broken fork. They give him information about the roads in the vicinity.

Half the garagemen, however, know less about motorcycles than they do about threshing machines. They understand machinery of various kinds, and when called upon to make a small repair job such as mending a broken chain or straightening a bent spark control they do it fairly well. But they do not understand the insides of the motorcycle—they can not except in rare instances bring exact knowledge to bear upon the problem of a complicated repair job. When asked to do something for the motorcyclist they say, "Oh, we don't handle motorcycles," or "I don't understand the first thing about motorcycles."

It's up to the dealers to get after those garagemen. As long as riders find that the garages where they stop are indifferent to their needs and do not know anything about the machines, they are going to be handicapped in their touring. The dealers' repair shops can handle the more serious troubles of the rider but they can not help him when he is stranded with a broken clutch miles from the nearest town.

The good-will of the garages is a big asset to motorcycling, and the dealers ought to get it. They ought to visit the stations in their vicinity and start a campaign of education. And they won't find the garagemen hostile—most of them are curious about motorcycles and anxious to learn more about the two-wheelers which visit their establishments.

IMAGINATION IN BUSINESS

When a prominent New Yorker was asked to state to what quality he attributed his success in business, he responded: "Imagination." He contended that imagination could be used in all lines of business, and that it consisted first in having ideas and then putting them through.

A rider comes into your store to buy a lamp only. You argue that it is useless to talk sidecars or horns. Hand him some circulars, ask him to read them at leisure moments, and tell the customer that you can supply the goods described. A dealer found this method fifty per cent efficient. That's using imagination.

PYE GETS PRAISE AS SIX-DAY TIRE MAKER

Necessary to Use But 150 Special Tires From Pye's Newark Factory in the Recent New York Six-day Race—Best Racing Tires So Far Used

There were many shining lights in the past six-day race in Madison Square Garden, Manhattan, and much praise is due the various riders, trainers and managers for their riding, handling of the riders and the conduct of the race, which was the best managed affair held in the famous building. Without wishing to detract from any of the above group, the palm should be handed to Ernie Pye, the maker of the tires that were used exclusively by riders in the strenuous grind.

With the specially made tires which Pye turned out in his Newark factory for the race—190 pairs in all—the event was run through with less tire trouble than any race that was ever held. Out of the entire lot of tires less than 150 pairs were used and some of the riders finished on the same tires that they started with, which is a record in itself. Punctures have been the real trying issue with both the promoters and the riders and Pye deserves a vote of thanks for eliminating one of the deterring angles to the game.

Pye has been manufacturing tires for a number of years, but his achievement in eradicating the puncture evil from the six-day game is his greatest. The weight of the tires used in the New York race was nine ounces to the tire. The weight of the regular track tires made by Pye is five ounces each, while Pye has made tires as low as four ounces each and intends to make one weighing three ounces for exhibition purposes. In addition to the track and six-day tires, Pye also manufactures tires for road racing purposes and flat floor use. The latter tire, with its extra wide strip that will stand the hard usage which that kind of racing subjects a tire to, will prove a boon to the stars of the flat floor brigade.

Brooklyn Club Being Organized

Brooklyn riders should be interested in the project to form a new club in that borough. Everett C. Stead is the promoter, and those interested should correspond with him at 800 Myrtle avenue, Brooklyn.

Temporary quarters have been established at 1031 Bedford avenue, and riders are invited to drop in there any evening, meet the members, and make themselves at home.

The first meeting of the club was called for Tuesday, December 1st.

The first meeting of the new organization was held on the evening of Tuesday, December 1st, and 20 riders attended. The following officers were elected: D. L. Vanore, president; Leo Morrison, vice-president; E. C. Stead, secretary, and Ben Ruderman, treasurer.

December 12, Buffalo, N. Y.—Bicycle races at 74th Regiment Armory.

December 14, Newark, N. J.—Modified six-day race at First Regiment Armory.

January 1, Newark, N. J.—Annual sociability run of the New Jersey Motorcycle Club.

January 1, Portland, Ore.—Second annual elimination run of Portland Motorcycle Club, 15 hours.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 4, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

February 26, Milwaukee, Wis.—Exhibition of motorcycles, bicycles and accessories at Juneau Hall, Milwaukee Auditorium.

Stolen Machines

The F. A. M. reward of $25 is offered for the recovery of a Merkel with single ported cylinder, racing handlebars, tank, frame and wheels. It was a 1914 model and the motor bore the number 5762. The tires were Goodyear blue streak racing tires. Finder should communicate with Ira Enmark, 424 South 6th street, Minneapolis, Minn.

Reward will be offered for information as to the whereabouts of a 1913 Excelsior twin stolen from O. H. Davis, of Ithaca, N. Y. The machine was chain driven and the engine number was 4502.

Chas. Faught and Frank Ferris, of Klamath Falls, Ore., are now happily en route for Southern California on their twin Excelsiors. They have taken bag and baggage with them and look forward to a pleasant winter sojourn.

CYCLING EVENTS FOR PANAMA EXPOSITION

N. C. A. Announces a Special Program of Events to Be Held Aug. 2-4 at San Francisco on the Exposition Grounds —Championship Races and Others

Under arrangements made during the recent visit of John J. McGovern, acting athletic director of the Panama-Pacific International Exposition, to New York city to attend the annual meeting of the Amateur Athletic Union, the National Cycling Association, which has articles of mutual affiliation with the A. A. U., is prepared to announce a special program of cycling events to be held August 2-4, 1915, at San Francisco, on the Exposition grounds.

At the annual meeting of the National Cycling Association, held early in the present year, Chairman R. F. Kelsey of the Board of Control, and H. J. Dibblee, of New York, were appointed a special committee to arrange the program and conclude negotiations with the Exposition management for the cycling events. Prior to the death of James E. Sullivan, athletic diretcor of the Exposition, the following Panama-Pacific championships were arranged for, and these have been confirmed by the recent conference with Acting Director McGovern:

One-third mile, one mile, two miles, five miles, ten miles; one hundred-mile roadrace, last five miles to finish on the Stadium track; team race, East vs. West, Mississippi river to be the territorial dividing line.

In addition to the above championships there will be special open races, among which will be a one-third-mile handicap, one-mile handicap, two-mile handicap, five-mile handicap.

The National Cycling Association is perfecting plans which will divide the United States up into districts, within which tryouts to select the most expert riders in each section will be had before the championships at the Exposition. It is also proposed to devise ways toward defraying the expenses of district representatives who will compete in the championships and an aggressive national campaign will be conducted by the N. C. A. early in 1915 to obtain funds to defray the expenses of the championship contendees to San Francisco.

The races at San Francisco are awaited with expectation by cycling fans because they will provide an unexcelled opportunity for bringing together the stars of the cycling game.

RACEMEET FEATURES ACTIVITIES OF YONKERS CLUB

A successful closed racemeet featured the fall activities of the Yonkers Motorcycle Touring Club. About 250 riders from nearby clubs attended the races at the Empire track in Yonkers, N. Y., and the crowd enjoyed watching the events. The Yonkers club announces that an open event will be held in the spring.

The results were as follows:

Five-mile amateur—Won by J. Wasko, Indian; second, J. Plaza, Indian; third, Wm. Holt, Excelsior. Time, 5:27¼.

Ten-mile amateur—Won by J. Plaza; second, J. Wasko; third, G. Brussie, Indian. Time, 11:01.

Fifteen-mile—Won by J. Plaza; second, G. Brussie; third, J. Wasko. Time, 16:32.

A dance on December 11 will close the season for the club. Members of other organizations who were present at the races are all invited.

Sublett Takes Seminole Club Prize

The Seminole Motorcycle Club, of Lynchburg, Va., held an endurance run a little while ago in which 10 riders competed. The course of 135 miles, although picturesque, was none of the easiest, being laid out to Natural Bridge, to Roanoke, and return to Lynchburg via Bedford City.

The run was free from mishaps of any kind, although the riders had a number of amusing experiences. Jack Sublett, the winner, in passing Tom Acree in a creek, splashed so much water on him that he was obliged to withdraw for a time to dry his clothing. Later Acree in hunting for water to cool off his clutch came upon bear tracks and left the spot "wide open."

Sublett took the first prize, a silver cup, and J. M. Wilson, riding a newly purchased Indian twin, won the second prize of "Empire" red rubber motorcycle casing. Other merchandise prizes were awarded the best riders. Sublett rode an Indian twin.

E. C. Stead and his Thor which gave him a perfect score in Bay Ridge run

New Year's Run Planned

Plans are under way for the second annual elimination run of the Portland (Ore.) Motorcycle Club. The event will be a 15-hour run, starting at 12 o'clock on New Year's eve. The route has not been definitely determined, but the 35-mile course from Portland to Troutdale, Gresham and back to Portland probably will be used.

The riders are prepared to start no matter what Daddy Winter may choose to provide in the way of snow or rain.

SUSPENDS A MOTORCYCLE LIKE MOHAMET'S COFFIN

To see a heavy motorcycle hanging suspended like Mohamet's coffin 'twixt heaven and earth is enough to attract attention from any passerby and it is in this novel way the Haverford Cycle Co.'s Washington, D. C., branch is advertising the Excelsior motorcycle. Of course,

Jack Sublett, who took the "bacon" in Seminole Club run

the machine is held firmly in position by a number of fine, stout wires suspended from the ceiling, but close observation is needed to discern them. A row of motorcycles, standing as though ready for their riders, form the background, and the balance of the floor is covered with sweaters, caps, goggles, tires, pumps and other accessories of the rider.

Prominently displayed in the center of the window is a large photo of Wm. Denham, the Washington racing man, mounted on an Excelsior motorcycle, in which he won nearly everything in sight at the recent tournament in Richmond, Va. An enlarged clipping from a Richmond newspaper is pasted on the window, where it attracts the notice of hundreds of racing fans.

Motorcycles Catch Horse Thief

Though starting in pursuit 48 hours after a horse thief had escaped, three motorcyclists of Hannibal, Mo., had no difficulty in overtaking the culprit and regaining the outfit he had taken. A man rented a horse and buggy, promising to return by noon the following day. He failed to show up, however, so the three cyclists started on his trail. They followed him to Quincy, Ill., through Meyers and Hamilton, and finally overtook him just beyond Keokuk, Ia. Perhaps the police of Hannibal will profit by this use of motorcycles.

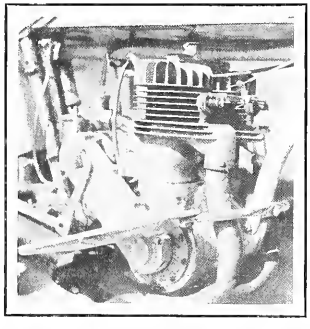
High Praise For Belgian Cyclists

A recent issue of the London Daily Mail points out how cleverly the Belgian pedal cyclists handle their machines on active service. It states that a Belgian carries his bicycle on his back as easily as a knapsack. A company will, when necessary, leave the road, slip across the fields, bicycle on back, and be off on another road before one can realize the maneuver.

These soldiers of King Albert fight excellent rear-guard actions, dismounting, firing several volleys, and dashing off again. Where roads are at all concealed they are out of sight before the enemy have discovered where the volleys come from. The flat nature of their country helps them. In retreat they cover great distances without serious fatigue. No one, concludes the article, who saw them ride into Calais after a straight run from Antwerp at the time of its fall will ever forget the sight. They had traveled at a pace I hesitate to quote; and yet they arrived quite unwearied and undistressed. Think of the state of horses after such a retreat.

Wood Tours Country With Novel Motorcycle of His Own Design

One of the most interesting arrivals at Savannah, Ga., during the race week was J. J. Wood, of Denver, Col., who



Showing parallel cylinders of Wood's motor

with Mrs. Wood is touring from Denver via Chicago to Florida. The tour will consume seven months and is being made on a very novel motorcycle designed and built by Mr. Wood. The machine has a two-cylinder, two-stroke engine with the cylinders parallel and with the flywheel operating between them .

We are able to show herewith an illustration of the power plant. The handlebars look decidedly English, as the Amas Carburetter is used, with the operation controlled by levers instead of by the grip, as with the great majority of American machines.

MASTER CARBURETTER IN MOTORCYCLE SIZE

Detroit Maker Adds Model Suitable for Multi-speed Machines—Rotary Throttle Uncovers 14 Jets Successively—Will Be Placed on the Market in 1915

The Master Carburetor Corporation, a Detroit concern which has been manufacturing a well known carburetter for automobile for some time, will in 1915 put out a smaller sized carburetter for motorcycles. It is conceived on entirely different principles than other corburetters, having a fuel distributer extending entirely across the passageway for air and gases, through which 14 minute holes are drilled, vertically, and covered on top by a rotary throttle. This throttle uncovers the holes one at a time, according to the degree of speed desired, the atmospheric conditions, etc. This, the makers say, assured a perfect mixture of fuel under all circumstances, thus saving a large percentage of fuel and at the same time giving increased speed and power. It is claimed that this carburetter is very well fitted for the new multi-speed gears of 1915 motorcycles, as it will give an easy start by the successive uncovering of the holes in the fuel distributer. One hole is sufficient for the lowest speed. When all are uncovered the gases are sent to all the cylinders simultaneously, whether there are one or a score, and thus there is a perfect mixture and no waste of gases by deflection.

The new size carburetter will be ready for the market early in January. The company has a large new plant in Detroit, and an older one in Los Angeles. The latter will look after the Pacific Coast trade, while the Detroit plant will supply all the rest of the country. It has a capacity of more than 6,000 carburetters a month.

New Organization Launched By Bronx Club Members

Including three ladies, nearly 80 riders of Bronx County, New York, came to a rousing rally held at the Crotona Motorcycle Club last Wednesday evening, for the purpose of forming a strong organization for the protection and enjoyment of Bronx riders. This is the second meeting held so far and the crowd present showed that interest in the project had greatly increased.

The meeting was called to order by John Paff, president of the Crotona M. C. O. C. Berckhemer was then introduced as the chairman of the Bronx Motorcyclists' Association, and he outlined the advantages to be derived from cooperation. After a few introductory remarks, Commissioner Hall of the F. A. M. was called upon to speak.

The commissioner called attention to what was being done by the metropolitan association and praised the efforts of those who were striving to make the Bronx organization a success. Hall suggested that, when the Bronx riders became sufficiently strong in point of numbers and other conditions warranted the action, the county enthusiasts of the power-driven two-wheeler join the metropolitan association as the Bronx branch.

At present there are 150 Bronxites enrolled and about 300 more vouched for by the committees of the various clubs.

Later, Berckhemer was reelected temporary chairman and W. Stuart secretary-treasurer. It was decided that each club joining the organization should be charged a per capita tax of 10 cents a month and that 25 cents per month be charged to unattached riders. An executive committee, composed of five riders from each club, was appointed to draw up a constitution and by-laws, which are to be presented at the next meeting on December 18th. The place of the meeting is not yet determined.

An enjoyable reception followed the business portion of the meeting; good things to eat and to drink were served by members of the Crotona club. Clubs represented were as follows: Progressive, Crotona, Concourse, Mt. Hope, Bronx County, Bronx, Forest Avenue, Longwood and Lincoln.

Tire Inflation

Many, if not most, tire troubles not resulting from ordinary wear, arise from improper inflation, and every motorcycle owner should know the pressure to which his tires should be inflated. Most manufacturers furnish this information as to their various types and sizes of tires, which recommendation should in all cases be heeded.

Dripping Oil

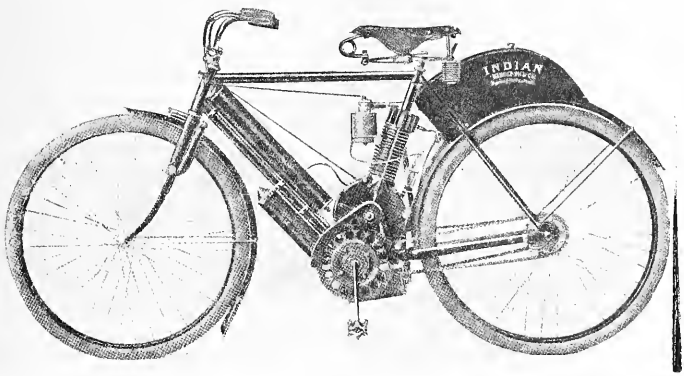
Dripping oil is not only unpleasant, wasteful and unclean, but it indicates that there is a loose joint, a leaky pipe or a faulty connection. It is a pretty good rule that whatever is abnormal is wrong, in the case of a motor, at least, and should be corrected. The little leaks should not be neglected.

Thick oil should not be used in cold weather as it will congeal quickly, while thin oil will serve under most conditions, even of extreme cold.

Then—Two Hundred and Ten Dollars—Now

How the Purchasing Power of the Motorcyclist's Dollar Has Increased in Ten Years—What Was Offered in 1905 and Is Offered in 1915 Makes an Interesting Comparison

One doesn't have to be a student of economics or sociology or any other ology to realize that during the last ten years the price of everything or nearly everything almost has been doubled. James J. Hill, the great railroad builder, financier and developer, said not long ago that it was not so much the high cost of living as it was the cost of high living which was responsible for the present condition of affairs, and while it probably is true that the railroad man hit the nail on the head, yet his comment is true, generally speaking, but not true in its entirety, for there are several things which have not "gone up" in price during the last decade.



THEN—One and three-quarter horsepower, single cylinder, battery ignition, compensating sprocket, model motorcycle of the year 1905—Price, $210

The Standard Price Ten Years Ago

One of the most striking examples of price reduction, instead of price increase, is found in motorcycles. Comparing the models of that time with the models of today and having in mind the price then and now, the dollar of 1905 had about the purchasing power which 70 cents, or even less, has in 1915. It is interesting to see what a given sum would purchase ten years ago and what can be bought for the same amount at the present time by motorcyclists.

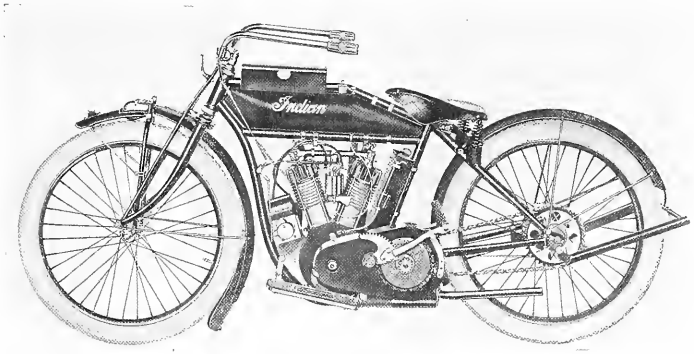
Those who don't remember the motorcycles of 1905, their details and prices, may find it surprising to learn that there were several makes which sold for $210. In fact, one is not far from the truth in stating that that was about the standard price for the standard American motorcycle of that time. And it may be interesting too to learn that in those days the Federation of American Motorcyclists would not sanction a race where the machines to be used weighed more than 110 pounds. That, however, is another story and will not be gone into here at this time.

Getting back to the subject, what could be bought then and what can be bought now for $210, a comparison of the 1905 and 1915 models is extremely interesting. Take for the sake of an example the product of the Hendee Mfg. Co. and compare the model which sold ten years ago for $210 and the model which is offered for 1915 at the same price.

Then—1¾ H. P.; Now—10 H. P.

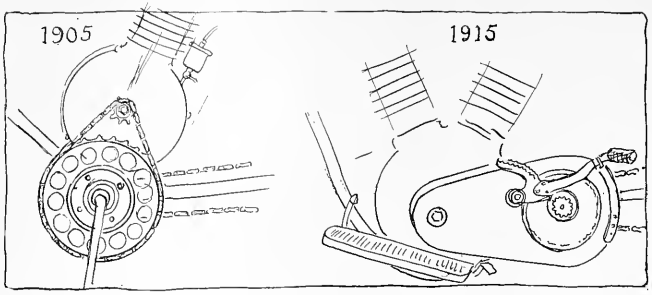
Ten years ago the motor was a single-cylinder, rated at 1¾ horsepower. It was equipped with automatic valves and the simplest sort of an oiling device, which was dependent entirely on the care given to it by the rider, who was expected to stop every 20 miles, drain the oil from the crankcase and then fill an oil cup which was the measure of the amount which had to be introduced into the crankcase. If the rider was neglectful—he was apt to pay more or less heavily for his neglect.

Today the motor is a twin-cylinder, which develops 10 horsepower on dynamometer test. The valves are mechanically operated. The connecting rods have roller bearings and there is an oil reservoir in the motor base which supplies the lubricant to a mechanically operated oiler which is positive under all conditions and not dependent on the memory of the rider.



NOW—Ten horsepower, twin cylinder, magneto ignition, clutch equipped model motorcycle of the year 1915—Price, $210

The frame ten years ago was of the diamond type and was little heavier than that used in a bicycle. Today it is made of 14-gauge chrome vanadium tubing, with internal girder reinforcements and interlocking joints. Two-inch tires were



Drive chain and compensating sprocket of 1905 model, showing also the oil cup measure—Step starter and footboards used on 1915 model—Price, $210

used and either wood or steel rims. Today the tires are 2½ inch and steel rims are supplied.

The handlebar of ten years ago was not very different from the handlebar used on bicycles, though it was equipped with the grip control. The bars today are heavy and the grips are so designed as to relieve the wrists of the strains and vibration.

A Few of the Improvements

All these things are more or less radical improvements and in themselves add sufficient expense to the construction of the machine to justify the manufacturer in increasing the price or else claiming to be a benefactor. But far more than that already enumerated has been added by manufacturers to motorcycles during the last decade.

There was no clutch ten years ago and joy was brought to the hearts of the riders when the compensating sprocket was introduced. In the language of the layman it was a sprocket wheel which slipped under sudden strain and by that slipping prevented the breaking of chains which has been one of the nightmares of riders. This slipping was a desirable factor when starting up and to a degree eliminated the jerk which followed the motor taking up its work.

Ten years ago motorcycles were not equipped with a stand; you leaned them against tree, lamp post, or fence, if either could be found, and you started your engine either by running alongside and pushing the machine, jumping on when it had "caught," or by sitting in the saddle and pedalling until the explosions were obtained. Now the starting comes almost under the head of the cost of "high living," only there is no cost. The stand is supplied and is always where the machine is instead of at your home or garage. The clutch permits of easy pedalling and as easy "getting under way"; the jerk which formerly accompanied the beginning of a ride is missing. And the kick starter simplifies the initial" performances."

Taking the place of the compensating sprocket is the clutch. The former was merely a simplified tension device, while the latter is an intricate and expensive piece of mechanism. Yet the advantages obtained by the rider who has a clutch equipped machine are vastly greater than the near-delights which accompanied the ownership of the much heralded compensating sprocket.

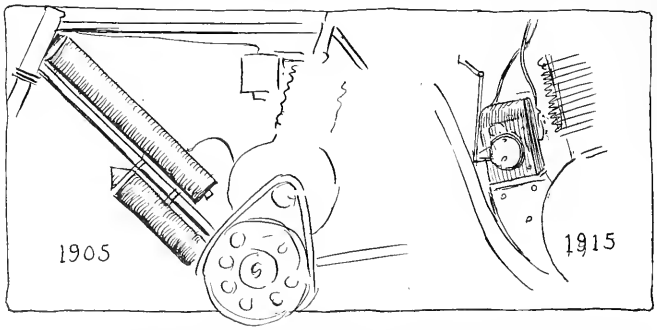
As Mark Twain once said: "It's difference of opinion that makes horse races," and it is probable that there is a wide difference of opinion as to what has been the greatest advancement in any single feature of motorcycle development during the last ten years. There are those, however, who are willing to bet that the one feature which has been most beneficial, which has contributed greatest to the pleasure of motorcycling, has been the ignition. Ten years ago when you had paid your $210 for a power-driven two-wheeler, you obtained one equipped with dry cells. Theirs was the functions of supplying the exploding spark. They did, too, with varying success, provided they were kept dry, the contacts between the three cells maintained in unwielding position and provided the batteries did not "run down"—also, it might be added, there were a few other "providings."

Yes, the battery ignition of a few years ago was several kinds of a nuisance; but it was inexpensive and the manufacturers adopted it. Then came the magneto, and the first of them was far superior in the matter of fulfilling its intended function than the battery ever was. And all the time the makers of magnetos have been improving their product and each year sees refinements and developments which add to the efficiency of the mounts. What this device costs the manufacturer of motorcycles, how much more expensive it is to him than was the set of dry cells, has nothing to do with this story. The fact remains that magnetos are now the equipment of machines selling for $210. And what is even of more importance is the fact that they are nearly trouble-proof and practically fool-proof. When a motorcyclist starts out and fails to come back, which is indeed seldom heard of in these days unless he tries climbing telegraph poles or some similar fool stunt, the reason of the delay seldom can be traced to the magneto. It is amusing to note in the Indian catalog of 1905 under the battery specification, the following: ". . . will drive machine from 800 to 2,500 miles, according to the care it receives."

Just a Few More Comparisons

Imagine the rider of today planning to renew his electrical energy any time after he has ridden 800 miles, and not knowing when that time was going to be. It is to laugh.

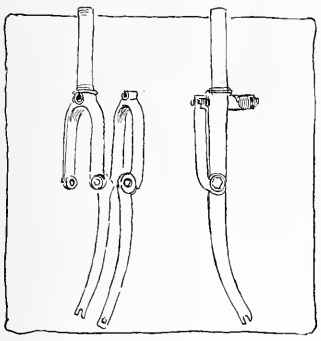
In 1905 the motorcycles were equipped with block chains. The writer well remembers when roller chains first were "talked about" and then were tried. The mudguards in front and rear were about the size of bicycle guards and were of little real use. Look at them today. And while looking make a careful inspec-



Battery holder with induction coil underneath as used ten years ago on diamond frame models; also the simple, effective magneto of the 1915 models—Price, $210

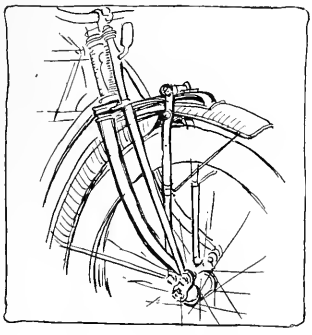
tion of the front fork, a strong, carefully designed, efficient vibration absorber, and then compare it with the device in use a decade ago.

All these things have been expensive. They have added to the cost of production immensely, and according to the generally accepted theory should have been paid for by the consumer. Yet what is the actual result? They have been given by the manufacturer and no charge for them has been made to the consumer.



Spring fork of the 1905 models

Of course, the answer to it is simple. The increased and constantly increasing production and the improvement in manufacturing facilities have made it possible to give much more for a given sum today than was possible when the industry was in its infancy. The purchasing power of $210 in 1915 is vastly greater than it was in 1905, that is, so far as the motorcycle is concerned.



Spring fork as used on 1915 models

Of course, the foregoing comparison can be applied to almost, yes, to all the different makes of machine. The earliest products of the different factories were crude affairs compared with the finished machines which are turned out today. The motorcycles of 1909 cannot be compared with the present output. And while motorcycles can be bought which will require a much greater initial expenditure than was formerly the case these same machines at $225 or $250, as the case may be, offer to the purchaser double the value in stability, comfort and luxury of the $210 product of a few years ago.

It is undeniably true that the butcher, the baker and the candlestick maker are asking, and getting, far more for their wares today than they did in 1905, but the motorcycle manufacturer is an exception to the rule. He gives far more for the same sum that he did, and this in spite of the fact that keen and wholesome competition has increased the selling cost of his product, he is paying higher wages and yet is making money.

It is not to be expected that a business man is not making or trying to make money in his business, but when you hear a chap saying that the price of motorcycles should be cut in half or something of that sort, saying that they should be sold for this or that sum, tell him what the early riders paid for their mounts and what those mounts were, and then show him what he can get now for the same or little more money; and if he is a reasonable being he will admit that the manufacturers of motorcycles have played fair and more than fair in the matter of sharing with their patrons the profits of their industry.

In the days of yore, luggage carriers were not furnished, the tanks were smaller, most of the mufflers were jokes. All this now is changed. In addition to the machines being better built, a lot of equipment is "thrown in" which formerly had to be paid for. All in all, the "buy" of today is not to be compared with the "buy" of 1905.

We hear much of the high cost of living and we hear too of the cost of high living, but neither of these popular phrases fit in at all when the subject under discussion is motorcycling. Time has worked wonders and the riders have been the ones who most benefitted by the wonderworking. Two hundred and ten dollars then and now have a vastly different purchasing power.

"Hurray for the Two-wheeler," Cries Miss Grimm, of Canada

From Winnipeg, Canada, comes this story of how Miss Grimm, of that city, used her machine to aid the unfortunate victims of an auto wreck. In the first place, Miss Grimm tenders the motorcycle a splendid tribute. She says in part: "The motorcycle is a great teacher for a girl—it teaches her to be more independent on herself, to know that with a twist of the wrist she can control the powerful little machine that will carry her swiftly and safely wherever she wants to go.

"I don't think anyone could recommend a better doctor than Nature—plenty of fresh air and exercise are the greatest health-givers. And to the person who works in the city, the motorcycle offers one of the quickest, most economical and most pleasant ways of getting this exercise and fresh air. On the two-wheeler, one can take a spin into the country after working hours in the evening or early in the morning, and Sundays and holidays can be spent entirely out of doors."

While jogging along the roads near Winnipeg recently this young two-wheeler enthusiast came upon a crowd in the middle of the road. An automobile had overturned and several of the occupants were severely injured. An ambulance had been sent for, but had not arrived. As Miss Grimm could be of no assistance there, she decided to ride toward Winnipeg, and if she could meet the ambulance endeavor to get them to hurry, as the case was serious. However, she rode clear to the police station, only to find that as the accident was outside the city limits no ambulance would be sent. Turning the nose of her two-wheeler again toward the country, Miss Grimm sped back to the scene of the accident and advised them of the situation. The injured persons were then placed on a suburban train and brought into the city.

"Do you receive any ill effects from riding?" asked one of the doctors in attendance. "I should say not," replied Miss Grimm. And then she took time to show him the ample spring device which takes up the vibration and shocks. "I think I made a motorcycle convert of that doctor," said Miss Grimm.

This is only one of a number of instances where the power-driven two-wheeler has proved to be the "first aid" in critical situations or in accidents.

Keep the Motor Clean

The great enemy of every machine is dirt, and this is particularly true of the motorcycle, the mechanism of which travels in an atmosphere of street dust. Containing finely divided particles of steel and stone, the ordinary dust of the highways is a rather powerful abrasive, and its introduction into the rapidly moving parts of a motor cannot fail to do harm. Particles of dust may work into the crankcase, the cylinder or the bearings, and the time spent in removing it will not be wasted.

Relating the Adventures of John Prospect

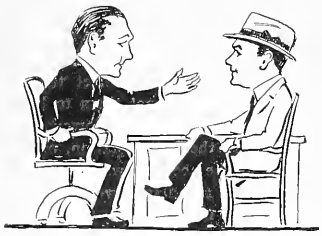
Wherein Ways and Means Are Devised by the Intelligent X-Z Dealer for Selling Prospect a Machine, and How He at Last Bought a Motorcycle in the Beginning of Icy December

The seventh of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler

One sunny afternoon early in December Prospect hastened around to the X-Z agency with $50 in cash in his pocket and a determination to buy a motorcycle or know the reason why.

The X-Z dealer, Bentley, was seated at a desk in the front part of his store. The repair-shop had closed for the day and nobody else was in the place.

"Howdy!" nodded Bentley as Prospect entered the door.



"If you mean cut prices, we can't do it"

"Howdy! I've come for my motorcycle. If you don't supply me with one I'll chloroform you and sack the place. In this mood I am a dangerous person," warned Prospect as he accepted a seat at the side of the dealer's desk.

"That's the right way to feel about it. If I can't supply you with a machine that will give you satisfaction and service I'll give you permission to go as far as you like towards sacking the store or anything else," laughed Bentley.

Prospect looked at him thoughtfully.

Prospect Explains His Lack of Money

"The main point in my case," he explained, "is the question of price. It's not that I am trying to hold you up for what I can get, but under present circumstances it is impossible for me to pay anything over $125 or $150 for a machine. And I can't pay all that down at the date of purchase."

"Then we had better start you on a used machine and let you trade it in for a new one next season or when you can afford it."

"That looks good to me. Have you anything especially good you can let me have?"

Bentley shook his head decisively.

"If you mean cut prices, we can't do it," he exclaimed. "And I want you to get this straight. If you get a used machine from us it will be in good condition and thoroughly overhauled. When a used machine is turned in to us we put it in the hands of the repair department and they overhaul it and replace such parts as may be necessary and tune it up. Then somebody takes it out on the road to see if it's O. K.—if the gears growl or the mudguards rattle or the cut-out shutter is loose. If it passes that test, if the engine runs smooth and doesn't miss, and everything is shipshape, then we find out from the sheets in the repair room just what the cost of the new parts—if any were inserted—was and the cost to us of the time spent by the repair men in fixing it. Then we add this to the amount we paid for the machine in the first place. If we paid $110 for it, and the repair cost to us was $17.50, we figure the price at $127.50. To this we add 10 per cent to cover the service we give to the purchaser and the cost of the small repairs we are frequently called on to make, especially if the owner is a novice at the game. That would make the selling price $140.25."

Bentley's Reasons for His Policy

"Isn't that rather high for a machine that you only paid $110 for?" asked Prospect.

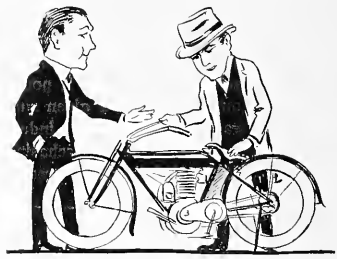
"No, it is not," replied Bentley earnestly. "You see, we give full value in this way. In the first place we handle only our own make of used machines."

"What?"

"Yes, only the X-Z. You see, we make a point of thorough overhauling and replacement of damaged or aged parts. With our own models we can do this very easily because we understand them thoroughly and because we have a full number of parts in stock at all times and are not obliged to send to the factory except on rare occasions when there is an unexpected demand for some part that is not often required. Also we are interested in making our own machines whatever their present condition may be as good as possible."

"Then you must turn away a big amount of business in second-hand machines of other makes?"

"We don't want it. For one reason the profit is almost nothing, and then we would spend our time in improving machines of other makes. If we did not fix them up good, the owners would be sore, and if we did fix them up good they would go around saying that their machines, whatever they might be, must be an A No. 1 brand to stand up as well as that after three or four years' use. Now, get me straight; I'm not knocking the other models, but I won't put work into them that I might be putting into



"It put the 'bear' in bearings"

my own machines, and getting them credit for endurance that belongs to us."

Prospect nodded thoughtfully.

His Object to Get Men on X-Z's

"I see what you mean," he observed, "but I am so accustomed to seeing an array of all kinds of used motorcycles backed up against the wall in salesrooms that it never occurred to me that the business in used machines was handled any differently."

Bentley swept his arm along the line of X-Z machines of all types—twins, singles, sidecars, used and new, that extended the length of the shop.

"It's because we have so much confidence in the X-Z that we can afford to do it. Otherwise we might be taking in any old antique, dressing it up and trying to make the most we could out of it. You see, what we want to do—what our

purpose is—is to get a rider on the X-Z, no matter what model it may be. We take good care that the ones we sell will give good service, and we know that after a man has enjoyed himself on a 1913 single he will want a 1914 single with footboards and dual control of the brake and overhead valves and an improved cushion spring saddle. He liked the 1913 machine but he knows by experience that the improvements in the newer model will give him just so much more comfort. Then eventually he will want a twin probably and will trade his machine in for a new model. You see, at each trade the buyer pays out so much cash, say $50. Well, he gets value for that cash because it covers two items—one, his year's use of the old machine, and, two, the additional value he gets in the new one. Once a rider starts to use our motorcycles he never wants to change to another make, because he finds that everything is satisfactory. We take care of him——"

"Just a moment," broke in Prospect. "Will you give me instruction in the use of the machine and tell me how to milk the carburetter and dissect the clutch and oil the gears?"

A Good Looking Machine

"We certainly will show you everything about it—with the X-Z it's a pleasure to explain things. Nothing is so complicated that a novice can't get the hang of it after a little puzzling. It's the machine that put the 'bear' in bearings and the 'neat' in magneto."

Prospect laughed.

"Well, if it is all that I'd like to put a bunch of coin on it—to win."

"Sure, that's where we play it—to win." Bentley went over to the line of machines. He picked out a single cylinder machine that had evidently seen good usage; but the engine was bright and shipshape and a new tire had been fitted on the rear wheel. New springs had been inserted under the saddle and Prospect noted with satisfaction that footboards had been added. While Bentley wheeled out the machine and explained its good points Prospect examined the power plant as carefully as his limited knowledge of mechanics permitted.

"It's a 1913 single," explained Bentley; "pretty well used by a man who understands motorcycles. We overhauled the power plant; then this tire and shoe is new—that's a big item in the bill. This machine will take you anywhere you want to go in this part of the country. It can climb like a hungry catamount. I took it up the Main street hill only a week ago myself."

Which Prospect Yearns For

"What about speed?"

"Well, say fifty. It will make that easily over a good road. Certainly it will make forty-five. Now, I'm going to be frank with you and tell you that this motor is not as good as when it was new—compression is not as stiff, and you will have to nurse it a bit, especially on rough roads. But it will give you good service."

"What about the price?" asked Prospect as he climbed into the saddle and began working the pedals,

"Let me see. We paid out ninety-five for it"—he consulted a printed slip—"spent eleven-fifty for new shoe and tube, four dollars for overhauling. Ten per cent of that is eleven dollars—that makes the total one hundred and twenty-one dollars and fifty cents. We don't say that it's worth a lot more because it's not. But the price is fair, and you get fair value for your money. You can't start the engine like that, with the brakes on!"

Prospect released the foot control of the brake.

"What about the eleven dollars I pay into your pocket?"

The Motorcycle Bee Buzzes

"You get value for that in this way. You see, it's the first week in December now, and the fall season is pretty well over. Now, I understand that you want to pay for this in installments?"

"Yes." Prospect was busily turning the pedals.

"All right. Now you can't ride it much at this time of year. You had better leave the machine here for three months or so until spring, and you can use one of our old machines to experiment with at first and get over your first spills and the habit of putting the brake on with the clutch in, and the little childish trait of running for twenty miles or so with the oil tank empty. By spring you'll know enough to go easy on the gas and not try to climb a hill with the brakes on, or put it down from the stand with the motor connected. Here! You can't turn those pedals with the compression on!"

"It suits me," grinned Prospect. "How fast did you say she could go?"

"About fifty. Then by spring you'll have paid up the full amount—the terms will be fifty down and five a week—and you'll know how to ride. What do you say to that?"

"Fine!" exclaimed Prospect. "This is the spark control, isn't it? And this is the gas? Where's the magneto?"

"You are kicking it now; better look out. Would you like to make the first payment now?"

"Certainly, here it is."

While Bentley was making out the receipt for $50, and the note for Prospect to sign for the remainder, his customer had transferred his attentions to the practice machine and was trying to start it. After struggling with the compression he started the motor, but as a full supply of gas was turned on it started with a loud crash.

"Just a moment!" shouted Bentley. "I'll show you what to do."

And Is Quieted Forever

"Come on outside then," ordered Prospect, who started to wheel the machine to the door.

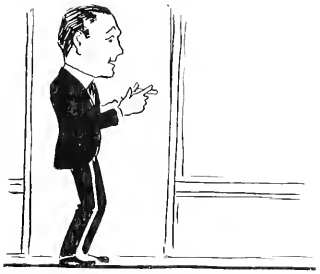
"Why, man, it's thirty degrees and as windy as bedlam!"

"What difference does it make—I'm going for a ride. Come on and show me how to start it."

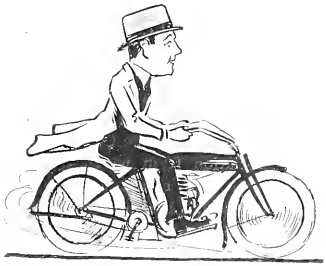
Prospect had the machine out in the street by now and was in the saddle. Without waiting for Bentley he shoved in the clutch and shot away on a zig-zag course, which covered most of the street from sidewalk to sidewalk. Just missing a delivery wagon he straightened out his course, took the curve at the foot of the Main street hill with a jolt and a stagger, and shot away to the open country roads.

Bentley crossed his fingers and shivered; then he grinned.

"Can you beat it?" he said.



"Can you beat it?"



Prospect shot away on a zig-zag course

News of the Bicycling Sport Gathered From Here and There

A dozen pedal enthusiasts of the Chicago Cycling Club

Newark Cycling Fans To See Modified Six-Day Race

The Cycle Racing Association announced on December 2nd that it would conduct a six-day race in Newark, N. J., starting Monday, December 14. The race is to be of the abbreviated sort and will be in session from 4 o'clock in the afternoon until 2 o'clock the following morning, while on Saturday the race will start at 12:30 o'clock and finish at 10:30 o'clock at night. The contest will be staged in the First Regiment Armory, Sussex avenue and Jay street. The fact that the promoters had decided to hold the race came as a surprise to the cyclists, as the project was considered abandoned. On the Saturday night before the start of the race, a big sprint cycling meet will be held.

Four sprint events will be run, two of which will be for amateurs and two for the professionals. The amateur events consist of a half-mile handicap and a three-mile open, while the professionals will compete in a one-mile handicap and a 10-mile open. Entry blanks can be secured from the Cycle Racing Association, Newark, N. J.

Jensen Awarded Championship

At a meeting of the Interclub Amateur Cycle Road Racing League held on the 30th ult., Edward Jensen was awarded the individual championship of the league and was presented with a solid gold medal. Silver medals were presented to each member of the Century Road Club Association team which won the team championship of the league. D. J. McIntyre, who has been president of the league for the past two years, was unanimously reelected, although he at first declined the honor and asked that "new blood" be injected into the league. H. W. Zarr was reelected secretary-treasurer.

Schuber and Palma Take Point Race

A. Schuber and A. Palma won the annual team bicycle race of the Century Road Club Association over the Fordham Road and White Plains Avenue course on the 26th ult. The race was scored according to the point system and the winners tallied 51 points. The race lasted two hours, the last half hour being given up to sprints and points awarded for the leader at each lap. The course was little over a mile.

A large crowd watched the cyclists as they went around the course, a strong wind on the west stretch making the going difficult for the racers. Nine teams started, and one, Napthal and Candwell, were forced out after the first hour.

Clausen—young cyclists fear him

There was only one accident. Jensen and Welton figured in a spill, causing Welton's team to be nearly lapped, but by a sprint his partner, Boyes, caught up with the field again.

Palma and Schuber gained four points by leading in the sprints in the last half hour. Steppelo won the final sprint, and by the victory put his team in second place, with 42 points. The summary and point score:

A. Schuber and A. Palma, 51; G. Steppelo, 42; A. Desimone and L. Zemo, 37; R. Wolfson and J. Naphtal, 36; B. Baker and J. Cauldwell, 35; E. Jensen and W. Winquist, 33; J. Welton and B. Boyes, 28; S. Segal and H. Whiteman, 26.

Old-Time Cyclist Active in Racing

One of the veterans of the cycling game is Clausen, of the Chicago Cycling Club. He is known to all the century riders of many years ago, who would be surprised to hear that he is still formidable in the long distance road events. Recently in the Chicago Cycling Club's 10-mile event Clausen finished with a splendid score.

He is a member of the old-time men among whom "Happy Days" Pitman was a leading figure, who are doing all they can to put cycling where it ought to be nowadays. He is one of the thorough enthusiasts of the game.

C. R. C. A. Members to Ride For Cup

New Year's Day will see the start of the annual race of the New York division of the C. R. C. A. The race will be over the same course as last year, the riders starting from Central Bridge and Jerome avenue at 10 A. M. and riding to Eastchester, Bay Ridge and return.

The winner will be entitled to the possession of the trophy, a handsome loving cup, for one year, unless Arthur Morgan crosses the line in first place. In the latter case it will become his property, as he secured one leg on the trophy last New Year's Day.

Two club sweaters are also offered to the first two members of the New York division to ride a century in the new year, the start to be made at or after 12:01 A. M., January 1st, 1915, and the riders to choose their own course.

Spellman Best in Acme Race

Edwin Spellman, who had two minutes' handicap, won the seven-mile handicap road race of the Acme Wheelmen over the Pelham Parkway at New York on the 29th ult.

On Track, Road and Flat Floors, as Snowy Winter Sets In

Newarkers Witness Flat Floor Races

Two bicycle races were run in conjunction with a set of athletic games at the First Regiment Armory, Wednesday, 2nd inst. Frank Kramer, the American champion, acted as starter in both events and Frank received a greater reception than did the riders in the events. Alfred O. Lake, the New York flat floor star, won the one-mile open from Willie Van den Dries, also a New Yorker, and William Waeldner, the Brooklynite, captured third place. The time was 2:12. In the handicap at two miles, Anthony Attardi, of New York, starting from the 60-yard mark, won rather handily from D. McCormack, Brooklyn (145 yards) and Joe Van Dam, Brooklyn (65 yards). The time was 5:18⅘. In the handicap final Van den Dries fell when he looked like a winner, but remounted and finished fourth.

Jensen and Naphtal Tied for Honors

Adolph Schuber won the final weekly point race of the Century Road Club Association, New York Division, over the Pelham Park Boulevard, at New York, last week. Alexander Palma was second, close behind the winner, while Joseph Cauldwell and A. S. Thomson, who were third and fourth, respectively, were within a few yards of Schuber and Palma. The order of finish was the same as that in the two-man Thanksgiving Day race. The distance was five miles, and the four leaders were assigned to the one-minute mark.

Season Point Score—Leaders

	1sts.	2ds.	3ds.	4ths.	Total
J. Naphtal..	1	.	1	1	13
E. Jensen...	1	2	.	2	13
H. Whiteman	1	.	2	1	10
J. Welton...	1	1	.	1	9
L. Zemo....	1	.	2	.	9
A. Palma...	.	2	1	1	9

Regiment Meet for Buffalo

Cyclists of Buffalo, N. Y., who have faith in their sprinting ability will be interested in the announcement that a number of bicycle races will be on the card at the athletic meet to be held at the 74th Regiment Armory in that city on December 12th.

Two events will be staged. One will be a 1-mile lap race, and a 1½-mile handicap will also be run off. Prizes to the value of $145 will be awarded in the two events, which are open.

The entries for this event closed on Dec. 5. A large field is expected, owing to the handsome prizes.

This is how English dealers ship their goods from factory to railway

Curious Crates For Bicycles

Birmingham, England, is today one of the world's greatest producers of bicycles of all grades and conditions, and the art of handling the "silent wheel" has been reduced to a science indeed.

Just the matter of getting the bicycles, neatly crated, from factory to railway depot, has been made the subject of no little study, until there has evolved the system shown in the photograph. This serves to show an ordinary English "drag," or truck, with the bicycles in their crates set squarely across, two high, and the whole bound together in such wise as to hold fast and yet come apart quickly and easily once the station is reached.

The sight of these towering carts of bicycles is a common one on the streets of Birmingham.

OLD-TIMERS ASSEMBLE AT ZEIGLER DINNER

During the past week in San Francisco was a most remarkable gathering of pioneers. Twenty years ago the same men had names to conjure with. It was a banquet given by Orlando Stevens in honor of Otto Ziegler, "Demon" Zeigler, as he was known. In short, it was a gathering of men who made names, reputations and fortunes for themselves on the various bicycle tracks.

Today for the most part they are staid business men and gathered to do honor to Ziegler. Otto Ziegler for several years has been totally blind. Just now he is recovering his sight and Stevens took the opportunity of bringing the old guard together.

Ziegler, back in '94, won the international bicycling championship at Denver. In those days Walter Foster, now a dignified business man of Seattle, was his partner. Foster was at the feast and boasted proudly of his prowess as a golfer.

Orlando Stevens was a partner of Floyd McFarland, and, at the present time is running a cafe in San Francisco. Bunt "Locomotive" Smith, of San Jose, was another of the old timers, as was Wilbur Knapp, famous as a champion of the high-wheel age of cycling. Harley Davidson, also a bike marvel, was there. Of recent years Davidson has gone in for roller skating and holds the world's championship. Dad Moulton, a trainer of "bike" riders before he became famous as a Stanford conditioner, added his presence to the banquet board.

Papesca Again Leads Field

J. Papesca, scratch, won the weekly point race of the New England Wheelmen on the 29th ult. over the Eastern Boulevard, at New York. E. Aickelin, scratch, was second; J. Palmer, one minute, third, and G. Polacsy, thirty seconds, fourth. In the half-mile unpaced point contest for the Pelham Trophy, Papesca again finished first in 1 minute 27⅗ seconds. The next three to finish were E. Aickelin, C. H. J. Tonjes and G. Polacsy.

Papasca has regularly been the victor in almost every event staged by the New England Wheelmen.

Biting the Bait of the Fake Broker

How a Motorcycle Owner Fell Into the Suckers' Pond, Bit the Lurid Bait, and What His Wife Said

GREAT
Diamond Bargain
FOR SALE—
A beautiful 2-karat diamond of a pure blue white color.

This genuine sparkler, which retails at all places for $200 or over, is yours for the small sum of $1.98. Send in your mail order before the rush; supply limited. As a proof of our sincerity, if you cannot sell this stone for more than $150, we will pay you $100 within 10 days after sale.

The Bunco Diamond Company
Fakirstown, Nevada

Why do you laugh? You say you wouldn't be so green as to fall for anything like that. You know that diamonds aren't selling for $1.98, don't you? Again, you don't know the character of the party selling the "diamonds" and you naturally will not take any chances.

But along comes another fellow who advertises that you should send on your motorcycle to a place about one thousand miles distant from your town. He guarantees to sell it for you at $175, and if he does not succeed he'll pay $150 out of his own pocket within a few days after receipt of machine.

Oh, now don't you tumble all over yourself to take advantage of that generous proposition!

Falling an Easy Victim

"One hundred and seventy-five dollars!" you say. "Nobody in this bloomin' old burg would give me much over one hundred and here I've got a chance to get one hundred and seventy-five!

"Pencil and paper quick, Maggie," you'll shout to your beloved spouse, "the one-fifty train leaves in five minutes. Here's our chance to get money for that grand piano you want."

And you sit down and scribble a few eager lines: "Hope I ain't too late to have you sell my machine for me. Terms suit me and motorcycle is being expressed today."

Then, when the shrill blast of the mail train comes nearer, you stand gasping for breath at the station anxious to send on your letter addressed to the great unknown benefactor.

What happens?

It is painful to say, for if you've turned your machine over in that way one can see your face becoming first a deep red, then white and greenish, your fists clench tightly, your eyes glare with anger, and your whole body just tremble in a wild frenzy of madness, as the story of your motorcycle's adventures is unfolded.

Do you get your $175? Not much! Do you get your $150? You bet not! Well, what do you get? Stung!

To get down to the story, what does happen? Your machine, carefully crated, is bumped out to its destination, wherever that may be. Mr. Blank, the man you're dealing with, takes his bill of lading down to the depot, gets the single-tracker and has it stored in his shop.

The Disillusioning Begins

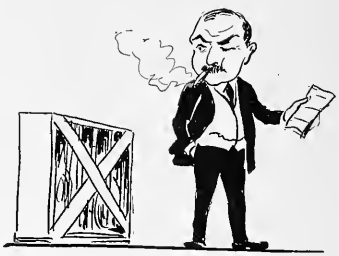
A few days later a special delivery letter comes in stating that it is impossible to sell your machine at the original price, but won't you accept an offer for $135. He can't positively see his way clear to paying you $150 because business

"'A chance to get that grand piano'"

isn't as good as usual and the motorcycle wasn't found in first-class condition, due, undoubtedly, to its rough handling on the freight train.

From $175 to $135 is a mighty big slump, but, after thinking it over, you want to dispose of your machine and consider yourself tolerably well off by selling it at $135.

But the grand piano dream is again rudely interrupted. Another letter comes: "Sorry that the man who wanted to buy your machine disappointed us. We regret further to inform you that while testing the motorcycle, one cylinder was found to be cracked and had to be replaced and the outside connecting rod and spark plug were in such condition that a new one had to be used. These items have been charged to your account."



"Blank's become calous by this time"

You begin to scratch your head. What can you do? Railroad fare for one thousand miles would cost quite a tidy sum. You do write a stinging letter.

Then comes a reply, couched in apologetic terms, telling you that unusual difficulty is being experienced in trying to sell your particular machine, but an offer for $110 has been received. Would you consent? Of course not! You're being haunted by the charges already made, and you want your machine back.

You don't get it back! Mr. Blank will take good care to see that you don't and he ignores your demand.

To that harbor of refuge you resort, the kind attorney who asks you for about ten dollars as a retainer. He writes an eloquent letter in which he uses some latin phrases and incidently threatens suit.

Blank doesn't care! This isn't the first time he has been threatened. He's become callous by this time and perhaps so much so that he rolls his sleek head back and gives vent to a great roar.

But he's sorry—doesn't he say so in his next letter? He's doing his best to sell the machine, but it seems like trying to part with a hoodoo.

Then after a supreme effort and unavoidable expenses, you learn that your motorcycle has finally been sold to a young boy for the sum of $90.

At this news you feel like falling into a faint, but are suddenly brought to full consciousness by looking at the check which Blank has sent. "Pay to .....

or order,"you read, "the sum of twenty-five (25) dollars." Is the scoundrel resorting to the partial payment plan? No. That's all you get.

For your beneficent broker is careful to explain that after subtracting cost for repairs, new parts, gasolene, oil, cleaning, inspection, storage and selling expenses, etc., there remained just $25.

What can you do about it? Blank lives in a city a thousand miles distant from your town.

Stepping Behind the Scenes

Do you think you can forget your anguish for a moment and step behind the scenes, as it were? Sitting before the footlights you think that the entire sales transaction consumed about three months. In reality, generous Mr. Blank sold your machine a week after he got it for $200.

Of course, your wife feels just as angry as you do. You can't even buy a second-hand rattle box with $25. She remonstrates: "John, perhaps Mr. Verity, who sells motorcycles in Main street, would not have offered you as much as that Blank fellow. But you know Mr. Verity and you don't know Blank. Verity has a reputation for being reliable, and you would have gotten the hundred dollars, or so, which he promised to give you for your machine had you sold it to him. Oh, John, why didn't you do it? Why, for the love of me, didn't you at least find out if Blank was honest?"

Yes, John, why didn't you do it?

Will you send your other machine to Broker Blank? If you do, John, you ought to buy some of those $200 diamonds at $1.98.

A SIMPLE WAY TO QUIET THE EXHAUST

To anyone who is used to riding in the now silent automobile, the motorcycle, with but a couple of makes excepted, is after all a noisy vehicle. When I first got my new machine, it seemed to me that very little had been done toward obtaining silent operation since the old days when we used to "put put" along, leaving oral proof of our having passed that was comparable more to the firing of a pack of firecrackers than anything else. I endeavored in every way to quiet the exhaust. Upon close examination I found that the pintle or hinge bolt of the cutout shutter was slightly loose so that the cutout was allowed to open partially and attributed the better part of the noise to that cause, only to find that after this fault had been corrected the machine was every bit as audible as before I had gone to the trouble of tightening up the pintle in the cutout shutter.

I then went all over the exhaust manifold connections with the idea in mind that perhaps one of these was loose, giving rise to the noise. But the search availed nothing. All the joints in the piping leading into the muffler were perfectly gas tight, so at last I attributed the fault to the muffler itself. And I still think that the design must be very faulty. However, I have succeeded in eliminating the greater part of the nerve racking noise. This I did in a very simple manner—it didn't take five minutes all told. I removed the long tail pipe leading from the muffler along the rear fork stay to a point below and to the rear of the rear axle. The end of this pipe was flattened slightly, and I placed it on an anvil and with a couple of strokes of a hammer flattened it still more, so that the gases emerging from it must necessarily be spread out in a wide sheet resembling a fan. When the tail pipe was replaced I found that the motor was very much more quiet than it ever had been before, and while I suppose that I did increase the back pressure to some slight degree and by this means lessened the power developed, if so I cannot tell it from the performance of the machine.

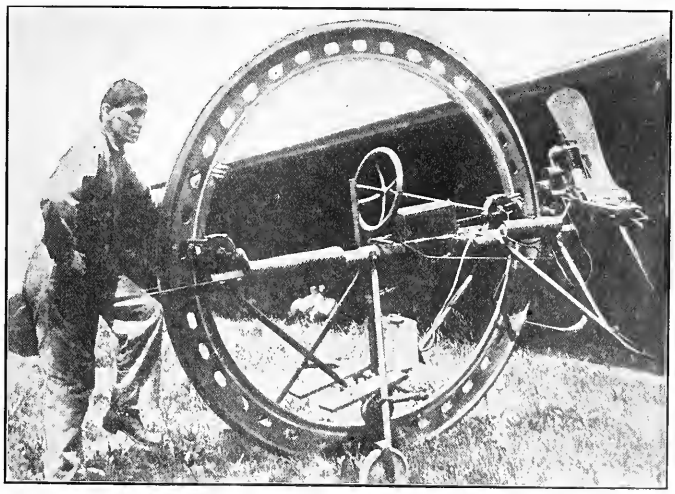
A One-wheel Racer

A type of motor vehicle that is unique is known as the unicycle, a one-wheel racer, which carries the rider balanced in its center and is driven by a propeller in front. A three-cylinder rotary gas engine supplies the power and it is claimed the propeller drives the strange machine at a rate better than 70 miles an hour. The single wheel is 81 inches in diameter, made of aluminum and carries a tire of solid rubber. Within this big wheel is a steel frame, suspended by rollers in such a manner that the rotation of the wheel does not cause the frame to revolve with it. On this frame is mounted the mechanism of the device. The propeller and engine are mounted in front of the wheel, a saddle is carried inside the wheel, and before it are placed the batteries, the gas and oil tanks and a steering wheel. When at rest the machine is supported upright by rollers set out on each side, but when in motion the unicycle balances itself after the manner of a huge hoop.

Home-made Compression Gauge

To measure the effective compression in the cylinders, a compression gauge may be made from a discarded spark plug and a tire gauge. The porcelain should be removed from the spark plug and in its place a motorcycle tire valve stem should be fitted. If leather or fiber gaskets are used, it will not be necessary to solder the valve stem to the spark plug base. Then, by attaching the tire gauge to the valve stem the compression may be measured as the motor is turned over by means of the pedals. Any attempt to run the motor under its own power when this gauge is being used will probably result in injury to the tire gauge.

"Something Doing All the Time." That's the slogan recently adopted by the Milwaukee Motorcycle Club. The latest activity is a membership campaign.



The Unicycle, novel motor vehicle which runs on a single great wheel

Schemes Used by English Bicycle Dealers

Some of the Selling Methods Occasionally Resorted to by Our "Conservative Cousins" of the "Tight Little Isle"

Which "Out Yankee" All American Methods

It was during the very busiest moments of the opening of the noon-hour, the time when salesmen, salesgirls, office boys, department managers, department store proprietors, are pouring out of their shops, their offices; when professional shoppers are scurrying home, or to the nearest restaurant to dine, when everybody apt to be abroad on that day is quite apt to be on the streets.

What was more, it was at the very busiest corner of the very busiest street of the city, at just this hour when traffic was at its best.

The girl was pretty, decidedly so; she was dressed in the very height of cycling fashion—big picture hat, rather "Merry Widow" in style, set to frame a round, sun-tanned face that served in its turn to frame two merry eyes. An attractive, white shirtwaist was crossed by a neat tie; the skirt was dainty, withal in good taste; the shoes wore an air of newness and freshness.

Just behind her came another girl, quite as neat and natty, the colors, however, complimentary.

Girls Attract Attention

The girls traveled slowly along on their wheels, an attractive picture, with the sunshine setting off every detail; the sun's heat reflected the while off the asphalt. Their merry chatter as to some purchases made floated to the sidewalk nearest and caught the further attention of the passers.

Then, when the tide of pedestrians ran thickest, the girls drew to the walk and dismounted.

Just then the one gave a wild cry and started to the curbing—at a place which, strangely enough, was well-filled with fresh mire. "Martha, quick, I've lost my solitaire! The new setting!" and as quickly she was down in the street searching for it. The other girl came as quickly—and, instanter, a small group of passers halted, likewise. There is nothing like a crowd to draw a crowd; the people stopped to see what the others were looking at; then stopped to watch for themselves. More and still more came, and, while they watched or assisted, the story spread, little by little, from the girl in the dust to the rest:

The girls had just received these two splendid bicycles for birthday gifts and had gone to town to do some shopping. Dismounting here, the one had knocked her ring and had brushed out the stone. It was of so-and-so many carats, clear as crystal; cut with a flat surface and the sides in two angles. That, of course, was their way of expressing facts.

They Pretend to Lose a Diamond

Meanwhile they searched, first the dust, then the wheels. Strangely enough, the wheels still wore their price-tags—not boldly conspicuous, but with all particulars—height, price, place where purchased, full list of accessories for the price. From the little tool-box there protruded a section of a catalog, so folded that other prices showed as well.

The summer sun shone down on those wheels; it shimmered the metal work; it glanced on those bits of handle, and, with the girls nearby as contrast, those wheels caught the eye as they never would otherwise. Meanwhile, the girls would remark how, in their joy at their new mounts they had forgotten that the setting to the one ring was loose and was to have been sent for repairs that very day. Hence the accident on the brushing against the handlebar in dismounting.

It isn't every day, of course, that diamonds are to be found lying loose in the streets, or that a reward of a couple of pounds sterling is offered any finder, and you can readily imagine how quick street urchine in the crowd set themselves to the search.

Meanwhile, some good friend in some nearby store, presumably, telephoned every newspaper in town.

"If you want something good send your staff photographer to 6th and Vine streets at once. There's a fair-sized mob groveling around two pretty girls in the dust hunting for diamonds on the King's highway. The other sheet's man is down here already and we don't want to see you get beat!" Naturally, every staff photographer "hot-footed" it down there; the crowd was growing; the picture had its instant appeal. And the girls, though hating to be disturbed for an instant in their search, posed at the sides of those bicycles, strangely enough taking care that the make of the wheel and the price-tag should be actually brought out by the sharp contrast of their white gowns!

Those pictures appeared in the reading columns of all the papers next day, placed in positions such as advertisers could not buy; the news-story attracted thousands of readers to the pictures who would never look at an ordinary bicycle advertisement, and again, the attractiveness of such a wheel went home and created a yearning in many a breast where such had never lurked before. What the picture began the news-story completed—the girls' own account of how they'd gone shopping, stopped at Roosa's for ice cream and sodas, been to the Museum to see the new pictures, and now were on their way home, all on these new wheels, without untoward incident until just now, when they stopped for a final purchase.

How the Episode Resulted

By and by the police came up, and they, too, helped search the curb. But the water rushing down—it was a day just after a night's downpour—the close proximity of a manhole, gave the general opinion that the gem was forever lost.

Finally the girls withdrew, seeming disconsolate, the crowd went its several ways.

Incidentally, with the check the two girls draw from the advertising department of the local agency for that brand of wheels they could each have bought several stones of that fictitious sort and pay the jeweler several times over for unsetting and resetting the solitaire he kept for them, while the ring, minus stone, was used in the game.

Another enterprising dealer in bicycles adopted a plan that involved some little risk, of course, but was based by him on the theory that where there's no risk there's no gain.

He arranged with the bicycle factory

for 25 more bicycles of a given grade than he ordinarily carried on consignment, and pending their arrival, looked up in the mercantile directory, whose service he used ordinarily, the first 25 names of families in which there were boys. In certain cases the mercantile directory did not state this; simply marked John Brown as "credit A-1"; then the dealer had the office girl look up said Brown in the social blue book, and there read, "Mrs. Jn. Brown, nee Thomson; Mr. Albert, Master James, Miss Alice."

Getting Names of Suitable Families

Between other duties the office girl would step to the telephone, get the Brown's home on the line, state that she was compiling a school directory, which was true, in part, and ask if there were any children, or young people there and of what age. In this way she discovered that Miss Alice was in high-school, Master James in the district school. That information then went on a card labelled "Brown, Jn., Burnet Ave," and was filed alphabetically with others to come.

Given 25 such families the enterprising merchant took 10 of these, saw that none was located sufficiently near to the other that they might meet and discuss what should occur as they passed. If the list of 25 did not permit of that, it was extended down the mercantile directory list till it did.

The result was a risk, but was based on the theory that "most people are honest."

In the dead of night the dealer arranged with a taxi driver, glad to earn money out of hours on his own hook, to take one of the very latest models of the bicycles, one of a grade whose price conformed with the reputed standing of the given party in the Blue Book, and for your man, young woman, or boy or girl, according as said volume listed the family, or as one might feel the greatest chance for sale, if young people of all ages were present in the same, to that house.

Bicycle Left at House

The bicycle, spick and span, was not even crated. It was geared to about the height of the supposed patron—to be. It bore not a word indicating its whence or owner; but, just a little envelope, unsealed and without address. Inside this was a note—minus letterhead—stating:

"Dear Tom:" (unless there was a Tom in that house, when some other name would be used.)

"Trust you'll find her O. K. Try her for a week and I'll look you up and see later whether you really like the bicycle or not.

"Yours—late, as always and rushed,

"Bill."

Next morning, naturally, that family found that wheel, backed up against the rear door, or perhaps in a sheltered corner of a porch, or somewheres where passing tramps would not see to steal, but where it was sure to be found by the family. Naturally the very surprise of the find, by cook, or maid, or whosoever, would bring the entire family down to see it.

Naturally, its spick-and-spanness, its completeness, its height of perfection, led them all to admire. Naturally, every one looked at the price-tag and wondered that this was so low. Then, naturally, they opened the envelope and found that, evidently, they hadn't heard the expressman's bell in the night; that the wheel was intended for someone else, and that by and by said someone would report it missing and look it up. It must have been for a near neighbor—the expressman bungling in the dark with it; wherefore all likely neighbors were called in to see the wheel and admire.

Eventually They Use the Bicycle

Next day, day after, a few days after, they'd inquire if the owner was located—bicycles were, therefore, on their mind; and that wheel, or that brand, was in their mental eye. That's a very good thing in case they, too, should be buying.

The first day that bicycle was sacred against meddling. The second, the third, it was put carefully aside, for someone to call. With the fourth day the family grew curious and chances are the one the dealer intended it for suggested: "Let's try the thing!"

He took it out guiltily, went down the cement walk, finally up and down the square. "By Jove, that was some wheel, wasn't it? And only so and so much! If it was a boy, a girl, a youth, a maid, then and there it had gone to their hearts.

They tried it again; they had the others see how they looked on it; they discussed it—tried it anew.

Next day they did the same—and the fish had caught at the bait.

Six days, seven days, a whole Sunday in which to try the bicycle. By that time you can rest assured if anyone in that family was at all intending to buy a bicycle no make or kind would do them but this! Johnny told Mother it was THAT and nothing else for his bithday; Irma would ask nothing better for her graduation gift.

Then on Tuesday the telephone rang inquiring if a bicycle could possibly have been left there. "A neighbor thought he saw one of the family with a new wheel." (That "caught the person at the 'phone "short," and prevented their "fibbing" if they would.) The wheel in question was numbered so-and-so on the nameplate. (He had these numbers cut in at a little cost; that, too, would prevent their trying to falsify if they would.)

Sale Finally Consummated

Ten to one by that time said party admitted that the wheel was there. The dealer replied he was sorry he had given them this trouble—he had been away for a few days (which was true; he doing the same thing in the next town with the rest of his consignment)—if they wished to make any charge for its storage he would gladly pay, etc., etc.

No, of course; the well-to-do wouldn't think of such a thing! Then—the conversation in full swing by this time—he was wondering if they might not care to invest in a wheel. Say, the one left there; only so-and-o much. Might he send them his catalog, or demonstrate to any one they cared to name?

Or if they wished to keep the wheel in question a month on trial. (That would save them "face" for having tried the wheel that first week.)

A little persuasion and in ninety-nine cases in a hundred there came a bit of bartering, then a sale . If not just them, a promise, if he called on them around Christmas, Bobby's birthday, so on. He kept a memorandum diary of those dates and never failed them. And it's sold bicycles for him as no other scheme known to his trade!

Law Booms Lamps in New Jersey

The recent edict of the State Commissioner of Motor Vehicles, which is being carried out by the police heads of municipalities compelling the enforcement of the law providing for lights on all kinds of vehicles, has caused an impetus in the lamp business. Owners of bicycles are equipping themselves with the necessary "spark" so as to avoid being apprehended and fined under the provisions of the law. Local patrolmen have given warning to bicycle riders and all drivers that the law will be strictly enforced and this has created a hurry demand for all kinds of lamps. Several arrests have already been reported at Deal and Asbury Park. Those who are laggards in obeying the law will undoubtedly be stimulated by these arrests to the point of getting the necessary lamp.

New Method of Making Acetylene Gas

Vulcan Process Company Produces New Generator of Clean, Cool Acetylene Gas at a Very Low Cost

An acetylene generator that employs with successful advantages a new and ingenious principle is being marketed by the Vulcan Process Co., of Minneapolis and Cincinnati. This generator was designed to meet the very exacting demands of an autogenous welding outfit, and the way simple methods so accurately serve these demands will interest persons engaged in mechanical industries.

One of the features that contributes to the success of this machine is the feed mechanism, which drops an automatically measured quantity of 1¼ by ⅜ carbide into the water, varying the quantity to suit the demands made on the gas supply, producing a clean cool gas at unvarying pressure. The motor that drives this automatic feed utilizes the buoyancy of the gas passing from the generator to the torch, thus the feed is increased as the gas consumption increases, or lessened when the gas consumption lessens, or the feed is automatically stopped and started when the torch is turned off or on.

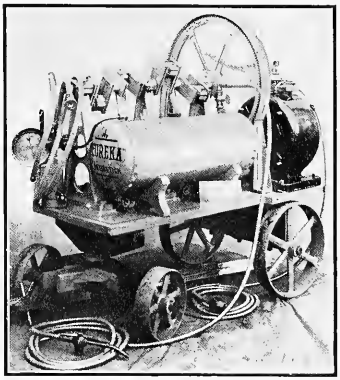
If the pressure for any reason should tend to rise above normal, the gas is conducted through a by-pass, rendering the feed inoperative until sufficient gas is used to lower the pressure. Possible accidents due to puncture are eliminated by locating the feed motor in the pipe between the generator and the torch, and using the passing gas as motive power instead of following the usual method of utilizing the gas pressure in the machine.

The machine, being designed to use 1¼ by ⅜ carbide, will deliver 15 per cent more acetylene than if the same quantity of screenings of carbide was used and better gas results from the carbide falling deep into the water before complete decomposition ensues, securing cooler generation under higher temperature than is possible with screenings which has a tendency to decompose near the surface, causing failure to give the gas the benefit of rising through a considerable volume of water, whereby it is washed and cooled.

The carbide chamber and feed mechanism are removable, thus opening the machine for complete inspection. The entire generator is protected by patents against careless manipulation by a locking device which prevents removing the cap for refilling or opening any valves, without following a definite safe routine. This generator, recently approved and passed by the National Board of Fire Underwriters, will therefore not increase insurance rates.

Loppacker Cleaner and Tire Pump

A machine that will pump air for tire inflation and at the same time spray



The Eureka outfit can be used for tire inflation and also for cleaning purposes

kerosene, soapy water or other cleaning fluid on oily parts, is made by the A. Loppacker Auto Machine Works, Bloomfield, N. J. The outfit consists of a tank for the cleaning fluid, a four-cylinder air-pump and an electric motor, all mounted on a small four-wheeled, steel-wheeled truck.

The pump cylinders are 2 x 3½ and the motor, which is a Holtzer-Cabot ¼-horsepower, drives it at 100 r. p. m., a slow rate that is easy on the wearing surfaces. The current consumption is given as 3½ amperes and the cost of operation about 4 cents an hour. The outfit weighs about 215 pounds. Pressure gauge, hose, nozzle and armored cable are included in the outfit.

The same pump and motor, without the tank, may be had for tire inflation only, the mounting being the same as that of the combination outfit.

The list price of the combination is $181, the garage price $148, and the jobbers' price $126. The list price of the air compressor without tank is $165, the garage price $132, and the jobbers' price $110. In both cases a charge of $3 is made for crating.

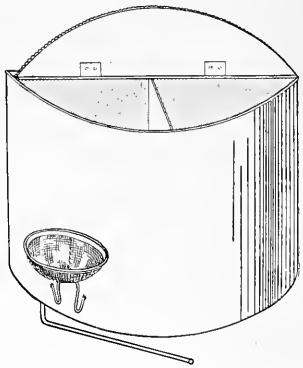
No-Shammy Iron Waste Can

A waste can that is something more than a mere receptacle for waste is one of the recent devices brought out by the No-Shammy Products Co., Cleveland, O. Primarily it is a waste can, made of heavy galvanized iron. It is of half-oval form, having one side flat, and has two interior compartments and a hinged lid; one of the compartments is for clean waste and the other for dirty waste. The flat side is fastened to the wall with wood screws.

On the front of the can there is a large sponge cup, so that a wet sponge need not be thrown on the gritty floor for want of a better place. Below there is a swinging arm upon which chamois skins and other polishing materials can be hung to dry or to be handy when wanted.

The can is made in two sizes. One is 14½ inches wide, 13 inches high and 5¾ inches deep, and is designated as the 2-pound size. The other is 20½ inches wide, 17½ inches high and 7 inches deep, and is known as the 5-pound size. The list prices are $2 and $3 for small and large sizes. To dealers the small size is $15.50 a dozen and to jobbers $12.50 a dozen.

The large size is $22.50 a dozen to dealers and $18.50 a dozen to jobbers.



There are places for clean and oily waste in the No-Shammy can and also a sponge cup and a rack for polishing chamois

IN THE DEALERS' DOMAIN

HAVE YOU A SYSTEM FOR REACHING PROSPECTS?

"How do you follow up your prospects and check up the work of the salesmen so that you are sure of maximum sales at minimum expense?" was the question asked a number of dealers in two large cities.

One of these dealers, particularly enthusiastic about the results of his plans, explained that in the case of a prospect about or from whom he had heard, a letter was at once sent referring to the source of the dealer's information, mentioning the merits of his machine—especially wherein it was thought it would appeal to the prospect—and the price, asking that a convenient time be fixed for a salesman to talk to the prospect.

Record Goes on Card

If the prospect responded, as is usually the case, the appointment is noted as a matter of office record, on a card record of prospects, and the card finally shows everything done to interest the prospect until he is either sold or, for any reason, given up. There is also made up in duplicate a "follow up" slip, showing the name and address of the prospect and the facts about the appointment. One of these slips is filed under the date of the appointment and the other given the salesman. The "follow up" card is taken out of the date file when it is reached on the date set for the call and the salesman is reminded of the appointment or, if the regular salesman is not on hand or is unable for any reason to look after it, the call is made by the dealer or another salesman.

After the salesman has seen the prospect a report is made and the interview discussed with the dealer and a plan of campaign outlined to govern, so far as possible, the future work of the salesman.

Should no reply be received from the prospect, the name is given a salesman who obtains an interview either by telephoning—and agreeing on a date—or by calling at the office or home of the prospect without having made an appointment. That method, however, is resorted to only in extreme or difficult cases.

This particular dealer allows a salesman 10 days in which to get an interview and report. If there is no report in that time, the dealer either calls personally or transfers the prospect to another salesman.

Special stress is laid on the necessity for the salesman learning everything possible about the needs of the prospect so as to be able to concentrate his selling efforts along the lines of greatest interest to the prospect.

Regular Reports Required

After the first call is made and the prospect has been discussed with the dealer and the selling campaign formulated, regular reports are required and these are gone over very carefully by the dealer, who then uses his judgment about the support which the salesman should have in the form of letters or personal calls from the dealer.

The dealer's efforts are largely to stimulate the salesmen by advice and by supplementing their efforts by his calls and letters; in turn he sees that they follow a definite course according to the reports and other information he may have about the prospects.

So far as possible, calls are arranged to be made away from the office of the prospect, because personal matters are found to be second in importance to regular business details, and the prospect cannot be made to concentrate his thoughts properly on the matter of buying goods. This condition, taken in connection with the fact that so many prospects put off the choice of a machine until the latest moment possible, leads to night selling.

Why the Night Selling

One dealer interviewed stated that more than three-fourths of his business had been closed at night and at the homes of his prospects—not over the café table.

It is not good policy to be intrusive in a man's home, but a prospect with the motorcycle bee in his bonnet likes to discuss matters at length and at his convenience.

DON'T TRY TO FORCE A CUSTOMER TO BUY

When a man comes into your salesroom and inspects your line but does not buy—a perfect stranger, perhaps, whom you have never seen before—say something or do something that will bring him back.

One dealer, much of whose strength lies in his sincere and positive conviction that his line is absolutely the best for the money, makes his customers feel this without saying it.

He is never in a hurry. Never urgent. Never insistent. He is enthusiastic but cool. He tells the prospect to look around—"Go see them all, then come back here and compare. We don't want you to ride one of our machines of you are not absolutely satisfied it gives you the utmost value and is the best one for you. I wouldn't buy any make just because the salesman said it was the best. I would go and look around, see them all and then come back and look at this. If you can beat it for value, go ahead. We are glad you came in, and we will be pleased to have you buy our machine. We think comparison will help us to get your order."

In other words, he is not afraid. And that quiet confidence wins. He rarely loses a sale. They usually come back.

Appeal to a Prospect's Wife

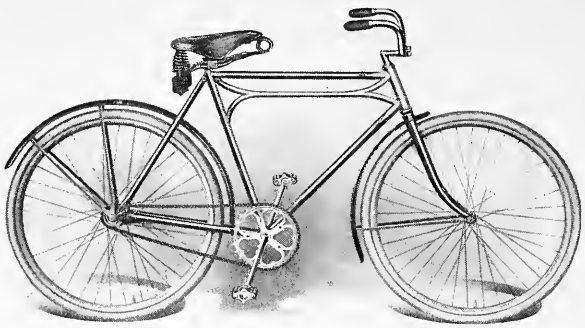
One instance was mentioned where a dealer and his salesmen called at night at the home of a prospect whom they were about ready to give up as hopeless. Quite unexpectedly he volunteered a proposition to them. It was one which it was impossible for them to accept as it involved a trade in which the owner wanted to trade his old model at a price far beyond its value.

The matter was threshed out from every possible angle and finally at one o'clock in the morning the sale was closed according to the offer made originally by the dealer on the exchange basis. Of course, it must not be thought that this was entirely salesmanship on the part of the dealer and salesman. On the contrary, a very important factor in the closing was the wife of the prospect.

TELLING THE TRUTH ABOUT TWO NEW EXCELSIOR MODELS

Good intentions are excellent in their way; in fact, it isn't possible to get very far in any desirable direction without them. But good intentions not carried out—the reason for falling down doesn't matter—are not very much better than last year's bird's nests so far as practicalities are concerned.

So it comes that while the intentions of Bicycling World and Motorcycle Review were really of a high order when the description of the Excelsior Cycle Co.'s bicycles were printed in the issue of November 17th, the fact that one of the captions got tangled up in itself while a sub-head was left out of the text rather spoiled the effect. What is worse, someone may have received a wrong impression of the machines concerned and confused the Curvilinear model with Heavy Service machine.

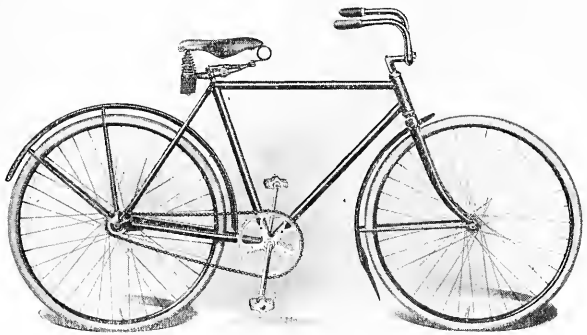


Excelsior De Luxe Curvilinear Truss Bicycle. A top-notch roadster

The picture of the motor bike was all right and so was its caption. But the upper picture, which shows the De Luxe Curvilinear Truss model, had a caption that indicated that the machine was a commercial model, which it is not. It is a roadster, and as the makers truly say, a very substantial and handsome roadster.

The words "heavy service" in the caption made matters more complex, for there is an Excelsior "Heavy Service" bicycle which thus was brought unintentionally into the matter. This model is designed especially for commercial and delivery work and manifestly is not in the same class with the Curvilinear Truss model, for it is a business machine, while the other is a pleasure model.

A picture of the Heavy Service type is shown on this page, which should at once make the matter clear.



Excelsior Heavy Service model. Designed especially for business

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Itemized Score Card of the Savannah 300-Mile Road Race, Nov. 26, 1914

(Supplement to Bicycling World and Motorcycle Review, Dec. 8, 1914)

Entry No.	Rider	Machine	Start	1st Lap	2nd Lap	3rd Lap	4th Lap	5th Lap	6th Lap	7th Lap	8th Lap	9th Lap	10th Lap	11th Lap	12th Lap	13th Lap	14th Lap	15th Lap	16th Lap	17th Lap	18th Lap	19th Lap	20th Lap	21st Lap	22nd Lap	23rd Lap	24th Lap	25th Lap	26th Lap	27th Lap
23	Lee Taylor	Indian	9:00 A. M.	9:11:10	9:22:16	9:33:11	9:44:12	9:55:04	10:05:02	10:17:57	10:27:49	10:40:35	10:51:41	11:02:32	11:13:18	11:24:00	11:34:35	11:45:32	11:56:21	12:07:10	12:18:05	12:31:12	12:42:09	12:52:11	1:03:35	1:14:24	1:28:18	1:39:35	1:51:10	2:02:32
1	Joe Wolters	Excelsior	9:00 A. M.	9:10:56	9:22:37	9:33:27	9:44:28	9:55:31	10:06:31	10:17:32	10:28:22	10:40:50	10:52:00	11:03:00	11:14:02	11:25:44	11:36:44	11:47:40	11:58:43	12:09:48	12:22:00	12:33:03	12:44:05	12:55:00	1:06:14	1:17:20	1:28:28	1:39:42	1:50:54	2:13:47
20	Irving Janke	Harley-Davidson	9:00 A. M.	9:10:43	9:21:26	9:32:12	9:42:40	9:53:04	10:03:22	10:13:39	10:24:27	10:40:04	10:52:31	11:04:04	11:15:45	11:26:53	11:38:37	11:50:11	12:05:06	12:17:16	12:29:04	12:40:29	12:52:07	1:04:57	1:16:23	1:28:28	1:40:03	1:51:56	2:03:29	2:15:20
32	Geo. Sorensen	Thor	9:00 A. M.	9:11:57	9:22:54	9:34:32	9:46:03	9:57:38	10:09:12	10:20:53	10:32:30	10:44:10	10:55:30	11:09:58	11:21:23	11:32:53	11:44:14	11:55:47	12:07:20	12:18:50	12:30:30	12:42:13	12:56:02	1:07:20	1:19:00	1:30:36	1:42:10	1:53:34	2:07:56	2:16:10¼
24	Robert Perry	Excelsior	9:00 A. M.	9:10:30	9:21:00	9:31:19	9:41:41	9:52:04	10:23:07	10:33:53	10:46:33	10:57:23	11:08:10	11:18:48	11:29:26	11:40:09	11:50:50	12:01:35	12:14:13	*12:25:08	12:35:53	12:46:38	12:57:23	1:08:25	1:21:05	1:33:08	1:41:12	1:51:01	2:07:49	2:19:15
14	J. Yerkes	Harley-Davidson	9:00 A. M.	9:11:30	9:22:36	9:34:41	9:45:37	10:01:23	10:15:57	10:26:07	10:37:10	10:48:24	10:59:44	11:11:19	11:23:25	11:34:50	11:50:21	12:02:18	12:13:34	12:24:53	12:35:38	12:46:45	12:57:21	1:10:24	1:20:46	1:32:07	1:44:15	1:56:45	2:08:51	2:19:48
9	A. W. Stratton	Harley-Davidson	9:00 A. M.	9:11:16	9:22:08	9:30:30	9:45:58	9:57:26	10:08:31	10:20:31	10:33:50	10:45:51	10:57:11	11:08:40	11:20:45	11:33:57	11:44:59	11:56:00	12:07:56	12:20:45	12:33:45	12:47:14	1:00:36	1:12:02	1:23:44	1:35:04	1:46:41	1:57:46	2:11:11	2:20:31
12	Martin Schroder	Harley-Davidson	9:00 A. M.	9:10:20	9:20:38	9:32:57	9:44:29	9:56:58	10:09:11	10:21:32	10:34:16	10:46:15	10:57:00	11:08:57	11:21:15	11:33:51	11:46:31	12:00:31	12:12:26	12:23:16	12:34:04	12:45:15	12:59:29	1:12:24	1:23:56	1:35:23	1:48:11	2:00:05	2:11:08	2:24:06
25	Glenn Boyd	Indian	9:00 A. M.	9:11:22	9:22:16	9:33:16	9:44 25	9:55.30	10:06:51	10.17.57	10:28:10	10.42 20	10 58:16	11:09:25	11:20:34	11:32:09	11:47:46	11:59:10	12:10:25	12:21:48	12:33:40	12:45:39	12:58:10	1:14:11	1:25:43	1:37:15	1:48:49	2:00:23	2:12:25	2:24:12
13	L. G. Buckner	Excelsior	9:00 A. M.	9:11:31	9:23:06	9:35:31	9 46.44	9 58.09	10:09:31	10:22:17	10:33.46	10.44:12	11:04 14	11:15 44	11:27:02	11:38:30	11:49:54	12:02:32	12:14:19	12:25:51	12.37:31	12:49:16	1:01:07	1:14:54	1.28:46	1.38:42	1:50:29	2:02:26	2:14:32	2:26:39
26	Wm. Armstrong	Indian	9:00 A. M.	9:10:56	9:23.18	9 35:00	9 46.31	9 58 30	10:10:00	10:23:26	10.35 05	10.46:42	10 58 06	11:09 50	11:24:23	11:35:58	11 47:30	11:58.48	12:14:27	12:26:01	12 37 32	12 49:04	1 00 38	1.15 32	1:27.29	1:39:04	1:50:32	2:03:30	2:15:16	2:27:08
11	E. G. Baker	Indian	9:00 A. M.	9:10:32	9:35:16	9:46:50	9:58:41	10.10:31	10:22:25	10:34:05	10:44:57	10 56:29	11.08 18	11:22:54	11:34:38	11:46:28	11.58.04	12 09.57	12 21:12	12 34 26	12.46 09	12 57 54	1 09 36	1:21.25	1.34.32	1:46:45	1.58:51	2:11:04	2:23:20	Flag
30	Paul Warner	Indian	9:00 A. M.	9:11:02	9:22:24	9:35:54	9:46:44	9:58:33	10:10:09	10:21:45	10:33:20	10:46:52	10 58:32	11:10:16	11:21:42	11:33:21	11:45:07	11:59:43	12:12.40	12:26:11	12:39.31	12:52.45	1.05:38	1:19:55	1:33:21	1:46:10	1:58:49	2:11:18	2:25:24	Flag
18	A. G. Chapple	Merkel	9:00 A. M.	9:12:01	9:23:44	9:35:32	9:47:10	9:58:42	10:10:19	10:23:09	10:34:44	10:46:06	10.57:29	11:08:50	11 20:32	11:33:20	11 44:50	11 56 21	12 07:52	12:19.13	12:30:46	12:43 35	12:56:27	1:07:16	1:20 20	1:34 43	1 46:25	1:58.11	Flag	
8	J. Cañera	Excelsior	9:00 A. M.	9:11:58	9:23:38	9:35:27	9:47:10	9:59:59	10:10:49	10:24:13	10:36:25	10:48:08	10:59:59	11:11:55	11:23:54	11:35:38	11:50:33	12:02:49	12:15:03	12:27:19	12:39:53	12:52:35	1:05:17	1:20:21	1:33:06	1:45:50	1:58:32	Flag		
5	Harry Glen	Indian	9:00 A. M.	9:12:29	9:24 44	9:37:20	9:50:55	10:04:59	10:19:13	10:33:37	10:46:58	11:02:26	11:15:31	11:28:40	11:41:41	11:54:22	12:07:07	12:19:57	12:32:55	12:46:04	1:03:44	1:17:03	1:30:07	1:43:44	1:56:44	2:09:40	2:23:30	Flag		
29	Ray Weishaar	Harley-Davidson	9:00 A. M.	9:10:55	9:24.40	10:00.30	10:11:50	10:22:54	10:34:00	10:45:09	10:56:13	11:07:19	11:20:12	11:31:08	11:41:13	11:52:21	12:02:49	12:13:18	12:23:43	12:36:10	12:46:33	12:57:25	1:09:09	1:18:32	1:29:29	1:40:12	Out			
2	Edw. Wilcox	Indian	9:00 A. M.	9:10:49	9:22:30	9:33:28	9:44:30	9:55:32	10:06:32	10:22:57	10:34:03	11:09:29	11:21:29	11:33:33	11:45:53	11:58:16	12:10:47	12:31:58	12:45:06	12:56:51	1:17:15	1:30:45	1:43:56	1:56:45	2:09:43	2:23:00	Out			
10	Don Klark	Indian	9:00 A. M.	9:11:30	9:22:21	9:33:29	9:44:27	9:55:21	10:06:15	10:17:12	10:28:03	10:39:05	10:52:05	11:02:54	11:13:34	11:24:17	11:35:01	11:45:51	11:56:40	12:07:35	12:20:11	12:31:20	12:42:16	Out (Threw tire.)						
4	Don Pope	Indian	9:00 A. M.	9:23:05	9:36:45	9:50:45	10:05:47	10:19:25	10:32:01	10:45:57	11:00:30	11:13:28	11:24:19	11:35:28	11:48:00	12:01:19	12:13:40	12:25 42	12:39:53	1:14:30	1:30:05	1:41:31	Out							
19	K. H. Verrill	Indian	9:00 A. M.	9:10:53	9:21:52	9:32:49	9:43:53	9:55.02	10:06:05	10:17:29	10:28:45	10:42:20	10:53:40	11:04:51	11:16:11	11:27:36	11:38:38	11:50:08	12:01:40	12:13:15	12:28:53	12:40:14	Out (Collision-spill)							
22	Frank Laird	Merkel	9:00 A. M.	9:16:16	9:27:54	9:40:04	9:51:41	10:04:22	10:17:22	10:28:55	10:40:27	10:52:07	11:04:10	11:17:46	11:28.31	11:50:52	12:06:40	12:18:22	1.36:40	1:48:52	2:01.43	Out.								
3	Z. D. Kelly	Harley-Davidson	9:00 A. M.	9:10:39	9:20:45	9.31:02	9 42:27	9:53:14	10:06:47	10:17:32	10:28:10	10:38:32	10:52:10	11:06:05	11:16:28	11:26:50	11.37:13	11:47:30	11:57:52	12:08:13	12:22:33	Out (Fatally injured)								
31	Maldwyn Jones	Merkel	9.00 A. M.	9.11:51	9:21:48	9:32:58	9:44:07	9:55:11	10:06.30	10.18:56	10:29:55	10:40:53	10:51:48	11:03:33	11:14:43	11:25:30	11:36:25	11:47:08	11:57:59	12:35:30	Out (Gasolene exhausted.)									
15	C. F. Pineau	Merkel	9:00 A. M.	9:11:28	9:35 56	9:57:15	10:08:53	10:20:24	10:32:08	10:52:29	11:04:04	11:15:40	11:27:28	11:41:56	11:55:14	12:07:35	12:19:34	12:31.28	Out (Broken piston.)											
28	H. F. Smith	Excelsior	9:00 A. M.	9:10:48	9:21:10	9:31:50	9:44:50	9:55:30	10:06:14	10:18:46	10:29:10	10:39:53	10:49:58	11:00:28	11:11:50	11:26:09	Out													
32	Carl Goudy	Excelsior	9:00 A. M.	9:11:53	9:22:51	9:33:38	9:44:45	9:55:55	10:06:47	10:17:54	10:30:21	10:41:28	10:52:20	11:03:15	11:14:13	Out (Threw tire.)														
21	Edw. French	Harley-Davidson	9:00 A. M.	9:10:50	9:21:46	10:52:16	11:03:00	11:13:45	11:24:25	11:35:12	11:46:02	Out																		
7	D. Downing	Indian	9:00 A. M.	9:11:15	9:23:04	9:34:58	9:46:06	9:57:30	10:09:04	10:21:56	10:34:48	Out																		
17	H. Kuck	Indian	9:00 A. M.	9:11:07	9:22:22	9:33:34	9:44:35	9:55:41	10:06:50	10:20:48	Out																			
16	Gray Sloop	Harley-Davidson	9:00 A. M.	9:12:58	(Fatally injured.)																									
6	Mark Gregory	Indian	9:00 A. M.	Out (Started, but did not finish first lap.)																										
27	John Montmollin	Excelsior	(Did not start; injured on way to course.)																											

Time Given is Watch Time—

To obtain actual elapsed time subtract nine hours as race started at 9 o'clock.

For instance:—Winner's time as given is 2:02:32. Elapsed time is 5 h. 2 m. 32 sec.

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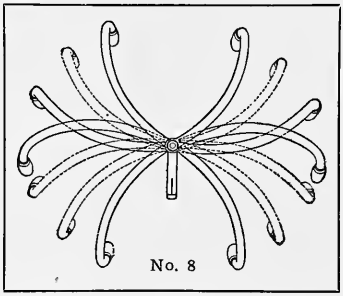

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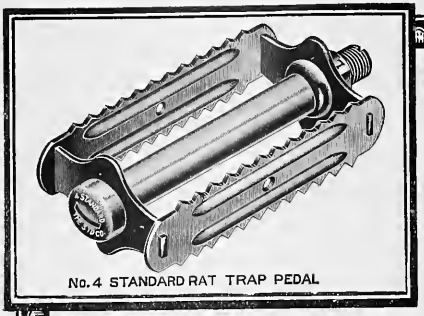

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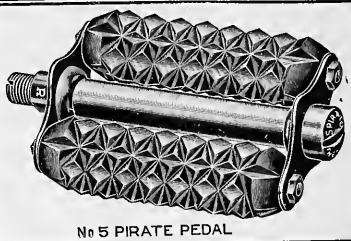

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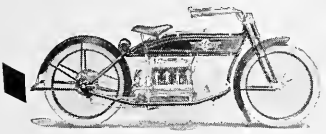

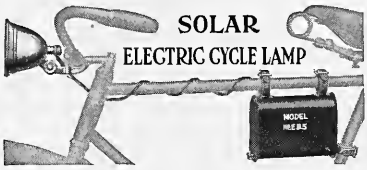

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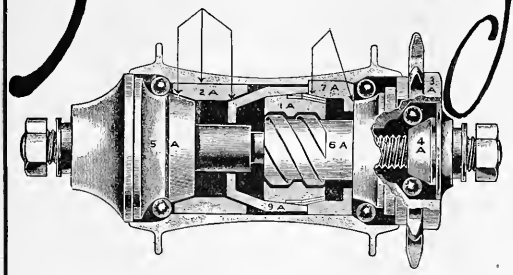

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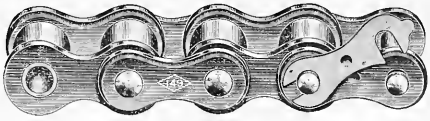

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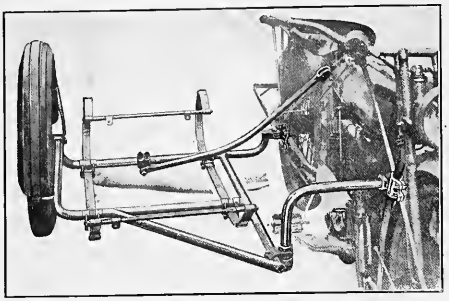

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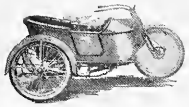

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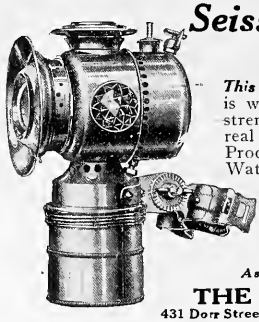

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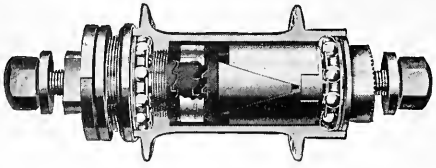

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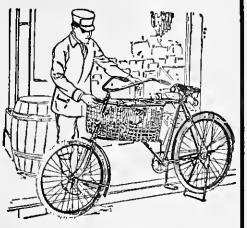

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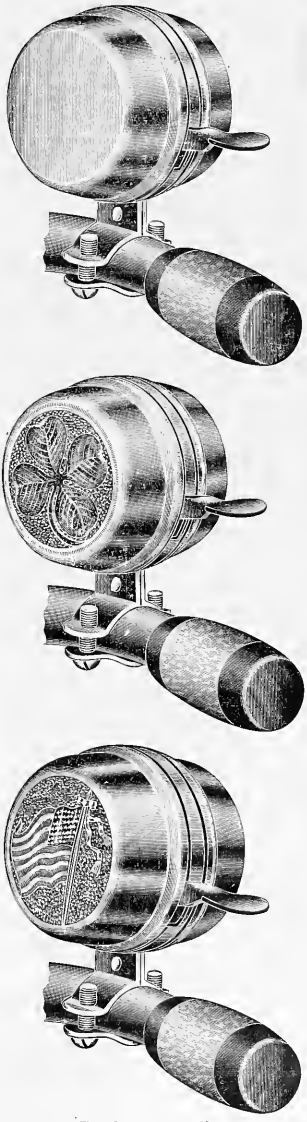

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Used exclusively by riders in last New York six-day race
Uniform Size Throughout
ERNIE PYE, Manufacturer
78 Columbia Avenue, Newark, N. J.

MILLER TRIPLEX SIDE SEAT
Send for Booklet and Agency Proposition
Haverford Cycle Co.
825-829 Arch Street
Philadelphia, Pa.

PENNSYLVANIA VACUUM CUP TIRES
Red Oilproof Tread
NON SKID
The biggest selling of all manufacturers' brands of bicycle tires.
Pennsylvania Rubber Company
Jeannette, Pa.

ESTABLISHED 1844.
SCHRADER
UNIVERSAL VALVES
TRADE MARK REGISTERED APRIL 30, 1895.
The Standard American Valves for Automobile, Bicycle & Vehicle Tires
Manufactured by
A. SCHRADER'S SON, INC.
26-32 Rose St. New York, U.S.A.

Supplee-Biddle Hardware Co.
Philadelphia
BICYCLES AND SUNDRIES
Prompt and complete shipments

The High Cost of Living Reduced
HOW to reduce Tire Expense, the biggest running expense of a motorcycle.
The above information will be given free in form of a pamphlet referring to all standard makes of tires, if you will address
THE TWITCHELL GAUGE CO.
1200 Michigan Avenue Chicago, Illinois

For Sale—Wants—Exchange

A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order

FOR SALE—An established motorcycle business in a city of 225,000. Agencies, Thor and Flying Merkel; will inventory $2,000. Address Box D425, care Bicycling World.

FOR SALE—One 1914 7 H.P. two-speed electric equipped Indian and Indian sidecar, perfect condition; $200 for motorcycle, $50 for sidecar. $25 down, balance C. O. D. KARL OAKS, Oshkosh, Wis.

BROOKLYN and LONG ISLAND HEADQUARTERS 1915 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Write for catalog. "BOB" BRAZENOR, 1507 Bushwick Ave. and 1157 Bedford Ave., Brooklyn, N. Y.

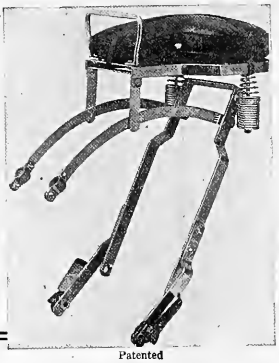
WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

The fellow who tries to attract business without advertising is like the young man who throws his sweetheart a silent kiss in the dark. He knows what he is doing, but no one else does.

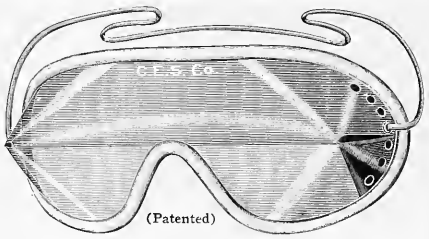
On the Longest Ride

you will never meet any Tandem Seat that has anything on this F-N quality Seat. And the longest ride will only bring out more fully its supreme comfort and fitness. Examine one yourself and note the strength, the completeness in "those important little things." Only the best materials, special non-rattling construction, permanently comfortable waterproof cushion—everything about the seat right. Get our booklet and our dealers' proposition.

Fentress-Newton Mfg. Co.
253-255 Lafayette Blvd., Detroit, Mich.



Patented



(Patented)

Dimmer Goggle—A restful shade for the eyes. Upper half green—lower half amber. Gives absolute protection to the eyes against the blinding glare of approaching headlights and strong sunlight. Sold by all jobbers.

Sample by mail, $1.00

CHICAGO EYE SHIELD COMPANY, 124 S. Clinton Str[e]t Chicago

The 1915 R-S

The remarkably low prices of the R-S was the sensation of the Chicago Show. Compare them with all others and write for our selling proposition.

Model R-15—5 h. p. Single.....$185
Model R-15—5 h. p. Single with two-speed 210
Model T-15—10 h. p. Twin..... 225
Model T-15—10 h. p. Twin with two-speed 250

Reading Standard Company
310 Water Street Reading, Pa.

PIERCE

A Quality Bicycle at a reasonable price

PIERCE CYCLE CO.
BUFFALO, N.Y.

FEDERAL MOTORCYCLE TIRES

"EXTRA SERVICE"

Federal Rubber Manufacturing Co. — Milwaukee

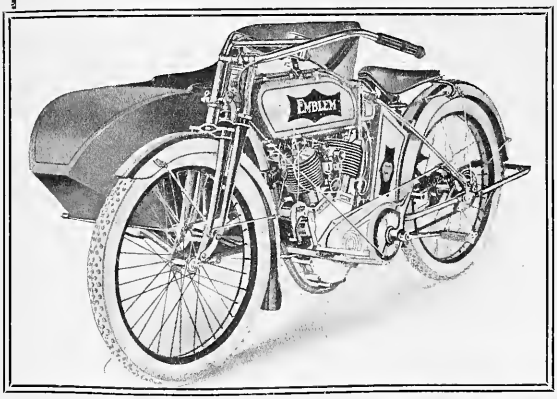
Emblem Riders *Know*

EMBLEM

the difference between just "riding a motorcycle" and enjoying an EMBLEM. It may be all the difference between the commonplace and the distinctive.

EMBLEM 1915

is the safer way if you want absolute assurance of satisfaction in any contest of speed, power, assurance or form. Nothing you will meet on the road is very likely to have anything on this Prince of Motorcycles. Note the frank comments of experienced riders; keep your eyes open to real motorcycle quality. We are building EMBLEMS for lots of wise people. The first step in joining is to send for our catalog.



1915 EMBLEMS are equipped with the new EMBLEM patent kick starter, which has proven to be so superior to all other types. Ask us about this special feature and how your motorcycle might be equipped with it.

EMBLEM MFG. COMPANY
Angola, Erie County, N. Y.

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For California, John T. Bill & Co., Los Angeles. For Oregon, Washington and Idaho, Ballou & Wright, Portland, Ore., and Seattle, Wash. For the South, Henry Keidel & Co., Baltimore, Md.

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UNDERWOOD

Winner in All Contests for

Speed—Accuracy—Stability

Proved by All International Typewriter Records

U N D E R W O O D

"The Machine You Will Eventually Buy"

UNDERWOOD BUILDING NEW YORK CITY

Why The Morrow Coaster Brake?

There Are Three Essential Features in the Construction of a Coaster Brake.

1st. A Reliable Brake
2nd. A Positive Forward Drive
3rd. A Free Coaster

The superiority of the Morrow Brake on all three of these points is readily admitted upon an inspection of the mechanical construction.

1st. THE MORROW COASTER BRAKE provides the largest and most efficient braking surface of any Brake made. The interior expanding sleeve of spring steel, with a bronze lining, being equally expanded from both ends along the entire center of the hub shell, insures an even pull on every spoke when pressure is applied and brings the bicycle under control in a smooth, positive manner. There are no loose spokes in Morrow built wheels for the side pull has been eliminated.

2nd. The mechanical principle involved in the Morrow forward drive is the simple "screw and wedge." The drivers consist of a clutch ring divided into halves, the two opposite pair of ends being tapered which allows the wedge shaped portion of an expanding nut to force these rings apart, thereby giving a positive grip against the inner surface of a reinforced hub shell and directly under the driving sprocket.

3rd. One of the most common sports among cyclists is the "Coasting Test" and in this particular the MORROW running frictionless and noiseless on twenty-four one-quarter inch balls will most readily prove its superiority. (Try it and see.)

When a MORROW COASTER BRAKE is sold, it stays sold. You don't have to nurse it constantly to keep it going. It will work under every condition of use, abuse, or neglect. (Just oil it twice a year.)

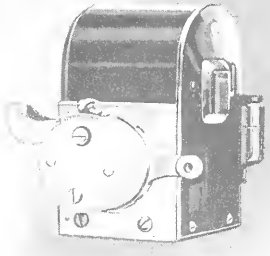
It is far better to sell a Morrow Coaster Brake that will give you and your customer no trouble than selling a more widely advertised brake that is a constant annoyance to both. Haven't you wasted enough original profit in all these years to warrant your getting in right for 1915?

Built by the

ECLIPSE MACHINE CO., Elmira, N. Y.

Licensed Coaster Brake Manufacturers

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

VICTORY

'Twas a real baptism of fire that the DIXIE MAGNETO received in the 300-mile Grand Prize race at Savannah on Thanksgiving Day, and the chastened prodigy brought fame to its sponsors—the Splitdorf Electrical Company — and also to the manufacturers of the ***Indian*** which had first introduced it as 1915 equipment.

Lee Taylor landed the "turkey" in the form of first prize money for the race as well as the special prize offered by the Splitdorf Company, given conditional upon its equipment being carried on the winning machine.

It was SPLITDORF equipment that won without the shadow of a doubt—DIXIE MAGNETO and SPLITDORF PLUGS forming the victorious ignition team.

And Lee Taylor, after the race, stated that it was the quick pick-up of his DIXIE MAGNETO that won the race for him—the pick-up that sent him driving to the front when he was called upon for his best effort.

"Not a sign of magneto or plug trouble for the winning machine" conveys a world of meaning to SPLITDORF enthusiasts. There is a sharp bark to the motor and a lightning-fast getaway that spells ignition satisfaction in DIXIE equipment that is hourly adding to this army of enthusiasts, too.

You can get acquainted with the DIXIE MAGNETO in detail, by calling or writing in for an illustrated booklet, freely given for the asking.

SPLITDORF ELECTRICAL COMPANY

ATLANTA ..10-12 E. Harris St.	LOS ANGELES....1215 S. Hope St.
BOSTON....1112 Boylston St.	MINNEAPOLIS.....34 S. 8th St.
CHICAGO....61-72 E. 14th St.	NEWARK....200 Halsey St.
CINCINNATI....811 Race St.	NEW YORK.....18-20 W. 63rd St.
DALLAS....402 S. Ervay St.	PHILADELPHIA....210-12 N. 12th St.
DAYTON....427 East 3rd St.	SAN FRANCISCO.....1028 Geary St.
DETROIT....972 Woodward Ave.	SEATTLE.....1628 Broadway
KANSAS CITY....1827 Grand Ave.	TORONTO.....469 Yonge St

LONDON BUENOS AIRES

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, December 15, 1914 | Ten cents a copy Two dollars a year

The Earning Power of the 1915 *Indian* Big Twin

There are today 100,000 ***Indians*** of the Big Twin type on the road.

Figure out for yourself as a dealer how much the sale of this vast number of machines has ***netted the Indian merchants.***

No single model of any motorcycle has behind it such a history of dealer-prosperity as the ***Indian*** Twin.

No other motorcycle starts the coming selling season with such a remarkable record of profits paid to the dealer.

On a dollars and cents basis alone the 1915 ***Indian*** Big Twin is the surest and greatest money maker that the motorcycle retailer can tie to.

If you are dissatisfied with your 1915 outlook, probably the ***Indian*** can solve your problem.

1915 Advance Catalog Ready

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

Two Important Show Issues!

January 5th and January 12th

Covering the New York Show

USE BIG SPACE IN THE

The Bicycling World Founded 1877
and
Motorcycle Review

Reach the Big Buyers by using the paper which is most read by the leaders of the industry—

No extra price in these Two Show Issues in spite of

Extra Circulation

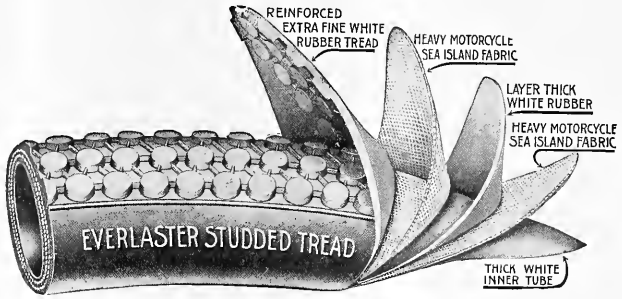
Reservations being made now.

How Much Space Can You Profitably Use?

Let us have your cuts and copy now—or we will write the copy from your data.

BICYCLING WORLD and MOTORCYCLE REVIEW

239 West 39th Street, New York



Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

1915 Harley-Dav

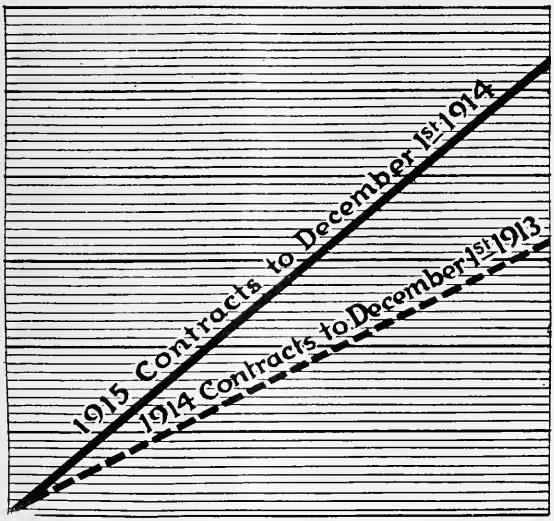
Harley-Davidson dealers have been telling us for years that a Harley-Davidson contract is the biggest single asset in their business. We have every reason to believe these statements to be true.

HARLEY-DAVIDSON MOTORCYCLE CONTRACT
PRODUCERS OF HIGH GRADE MOTORCYCLES FOR NEARLY FOURTEEN YEARS
HARLEY-DAVIDSON MOTOR COMPANY
MILWAUKEE, WIS. U.S.A.

Harley-Davidson Motor Co

Producers of High-Grade Moto

dson Contracts



68 Per Cent Increase Over 1914 Contracts

Facts tell which way the wind blows. Figures don't lie and Harley-Davidson records are open for the inspection of interested dealers at any time.

Harley-Davidson contracts are conservative. They are not "padded"—they contain no "water". In most cases the contracts are ***extremely*** conservative, as evidenced by the fact that 1914 sales of 90% of Harley-Davidson dealers exceeded their original contracts.

npany, Milwaukee, Wis., U.S.A.

cles for Nearly Fourteen Years

Hub Motorcycle Co.'s (Boston, Mass.) Prest-O-Lite Equipped Excelsior and Henderson Endurance Run Teams. All perfect scores in both Worcester, Mass., 24-Hour Run, July 11-12, and the Bay State Motorcycle Club's (Boston) 2-Day Run, Sept. 12-13. Reading left to right—H. F. Smith, E. A. Marble, E. Johnson, E. M. DeLong, B. C. Straube, R. M. Linnell, C. A. Waterman and C. E. DeLong.

The Hub Motorcycle Co. says "Credit success is due to good motorcycles, to good tires and to BEST lighting system."

Make this Offer to make friends and to make money

If you haven't been making this offer, you should investigate it and learn the satisfaction it will give your customers.

Did you know that you could offer a Prest-O-Lite, an automatic reducing valve, a lamp and a mechanical horn, at about half the cost of an electric outfit? This gives the rider an ideal equipment—one that he can buy for less and operate for less than any electric system. It has no free service "come backs," either. Pays you a fine profit.

Why should you carry the burden of "Free Service"? Can you afford to do this from your profits as a dealer?

Costly repairs and replacements don't put money in your pocket. They don't please riders either. Prest-O-Lite is trouble free.

Better send for interesting facts and figures prepared especially for live motorcycle dealers.

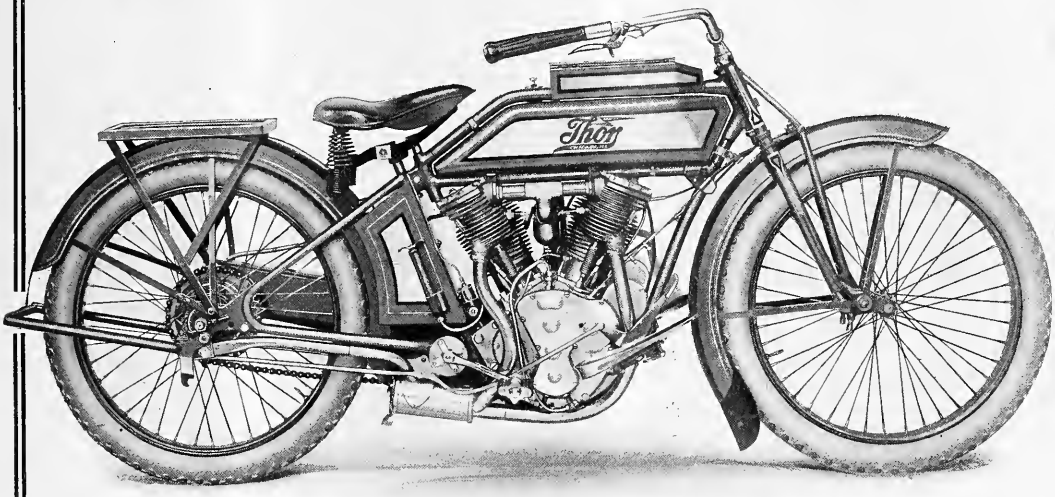
PREST-O-LITE

The Only Practical Light for Motorcycles

Your name and address on the margin of this page will bring interesting literature.
Sign and send today to The Prest-O-Lite Co., Inc., 245 Speedway, Indianapolis, Ind.

Exchange Agencies Everywhere

Thor CLASSY and POWERFUL Thor



Model 15A, 12 H. P. Twin, 76 cubic in. displacement, New Improved Planetary Type, Two Speed with Dry Clutch, Thor Universal Starter, Internal Reduction Gear, Thor Mechanical Oiler, Roller Bearing Motor Throughout. **$275**

Model 15 U, 8 H. P. Twin, 61 cubic in. displacement (equipped as above) $265
Model SR, 7 H. P. Twin, Short Coupled Road Racer - - 250
Model 15W, 6 H. P. Single, Two Speed, Thor Universal Starter, - 230

The 1915 Thor brings to you all the super-quality and rugged strength that have meant superiority in other years and with these things every practical modern improvement

At a Popular Price

Thor dealers will find the 1915 Thor a big booster for their business; get our agency proposition.

Send for advance descriptive catalog

Aurora Automatic Machinery Company

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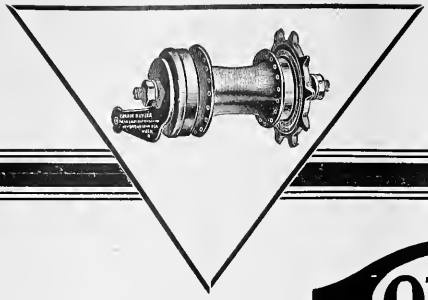
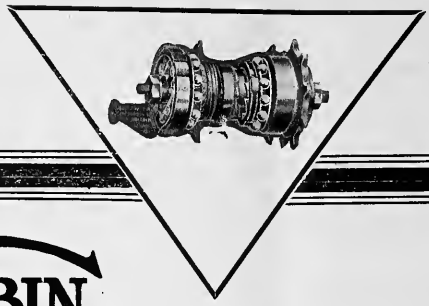




CORBIN
Coaster Brakes

The Corbin Duplex Coaster Brake

The experience of the most competent engineers is evidenced in its design. The workmanship of the most skilled mechanists is employed in its construction. Throughout it is characterized by material of the highest quality.

Maximum Brake Surface

Powerful, reliable, convenient, the Corbin Duplex Coaster offers the maximum of durable, dependable service. Large ball-bearings throughout assure smooth, positive, easy action; the greatest brake surface affords the utmost of power and control. Built on the free wheel principle, the feet remain at rest on pedals at times when brake is not in service. The rider's strength is thus conserved and the pleasure of bicycling increased. Write today for catalog.

The Corbin Two Speed Coaster Brake

This remarkable brake refinement, made exclusively by the Corbin Co., enables the rider to climb steep grades with comparatively little effort, to offset the effects of head winds, and at the same time to travel with the utmost comfort and convenience on level roads. This is the result of the employment of two gears.

A High Gear for Levels and a Low Gear for Hills

The range of these gears is so wide that the rider may select a combination exactly suited to his preference. The change of gears is effected with the greatest ease and simplicity. No levers or complicated movements are required. A slight backward pressure followed by a steady forward pressure—and the change is made. Bicyclists everywhere endorse this brake. It will double the pleasure of bicycling for you. Write today for catalog.

"Corbin Control Means Safety Assured"

THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Will exhibit at the New York Automobile Shaw, Jan. 2 to 9, inclusive, Space C-102 3d Floor.

Makers of Corbin-Brown Speedometers and Automatic Screw Machine Parts

The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX | New York, December 15, 1914 | No. 13

The Week's News : : at a Glance : :

New Jersey Threatens to Increase License Fees

Miami Middletown Mystery Meanders to New York

Goodyear Tire & Rubber Co. Presents Annual Stockholders' Report

First Smith Motor Wheel Catalog Issued

Kelly Brings Out New Bars
News of the Trade

How Gasolene May Decide the Great War

Goullet Wins Feature Sprint as Newark Six-Day Race Starts

SPECIAL FEATURES

The Menace of Mail Orders

Looking at the Accessories Question

Tires—Their Preservation and Worth

Adventures of John Prospect

The Menace of Mail Orders

Where the Danger Lies in Patronizing the "Catalog Salesmen"

Farmers who have been patronizing the mail order houses are beginning to get their eyes open, but it has taken a long time. Not all of them have opened their eyes yet, the open-eyed farmer being the exception rather than the rule. But they are beginning to open.

One of the best demonstrations found of how it doesn't pay to patronize the mail order houses came to light last winter when the farmers in the vicinity of Carthage, Mo., wanted some assistance in building a hard road from their farms into the city so they could haul their mail order goods out with more ease. At a meeting held to raise funds one of the farmers suggested that the secretary write to the mail order houses asking for assistance. Surely these big institutions that got so much of the farmers' money would help. The letter was written. Then another was written, and after the third letter there came a response to the effect that no help could be given. The merchants of Carthage were appealed to. They gave liberally, but had they refused to give the farmers in all probability would have cut off what little patronage they were giving the Carthage merchants.

A farmer who has been through the mill recently presented the farmers' side of the mail order problem in a letter to Hardware and Metal. After telling of his start in life with no capital and leading up to the point where he owned a small tract of land, this farmer wrote as follows:

"As soon as I owned these few acres the mail order houses began sending me catalogs, and gradually I began sending my loose change to them, letting my accounts stand in my home town, where I had gotten my accommodation when I needed it.

"We then had one of the thriftiest little villages in the state—good line of business in all branches, merchants who were willing to help an honest fellow over a bad year, and a town full of people who came twice a week to trade and visit. Our little country town supported a library, high school, band, ball team, and we had big celebrations every year. A farm near a live town soon doubles in value. I sold my 40 acres at a big advance and bought an 80, gradually adding to it until I had 200 acres of the best land. I then felt no need of asking favors, and found it easy to patronize mail order agents that came almost weekly to our door. I regret to

say that I was the first in the country to make up a neighborhood bill and send it to a mail order house. Though we got bit every once in a while, we got in the habit of sending away for stuff.

"Gradually our merchants lessened their stock of goods—for lack of patronage. Finally we began to realize that when we needed a bolt quickly for machinery, or clothing for sickness or death, we had to wait and send away for it, which wasn't so pleasant. One by one, our merchants moved to places where they were appreciated, and men of less energy moved in. Gradually our town has gone down, our business houses are 'tacky' in appearance, a number are empty, our schools, churches and walks are going down, we have no band, no library, no ball team. There is no business done in the town and therefore no taxes to keep things up. Hotel is closed for lack of travel. Go down to the depot when the freight pulls in and you see the sequel in the mail order packages.

"Nine years ago my farm was worth $195 an acre; today I'd have a hard matter to sell it at $167 an acre. It is 'too far from a live town'—so every farmer has said that wants to buy. He buys a place near schools and churches, where his children can have advantages. I have awakened to the fact that in helping to pull the town down it has cost we $5,600 in nine years. Like the majority of farmers, I didn't figure far enough ahead.

"This sort of business means the doing away with country towns. What will it mean to farmers to have only a few large cities at a distance or 500 to 1,000 miles?

"What are we going to do with our children, who are demanding even better advantages than we had?

"Those cities we help to build return no favors; they take our money but offer no credit in time of need. If we want high schools, etc., we must raise the money and build near our farm homes, or send our boys and girls to the cities at great expense, amidst temptations of which the farm has no equal.

"These are some facts that need consideration, and I have decided that the safest proposition all around is for the country people to look after their own interests, and build up their own country towns that bring value to their farms. Let those who want to patronize the city mail order houses go there to live, getting their living where they give their patronage. The remainder of my life will be given to building up the home town that I helped to pull down. Brother farmers, you can take my advice or get your knowledge the way I got mine."

GOODYEAR DIRECTORS REPORT BANNER YEAR

Annual Report to Stockholders Shows 1914 as Best Year in Company's History—Net Income $3,391,000—All Directors and Officers Are Reelected

Reports presented to stockholders at the annual meeting of the Goodyear Tire & Rubber Co., held at Akron, Monday, disclose that 1914 was the most successful and satisfactory in the company's history. The earnings for the year ended October 31st were equivalent to more than 36 per cent on common stock. Net income was $3,391,000, out of which was paid 7 per cent dividend on the preferred stock and 12 per cent on the common stock.

In its balance sheet the company makes an excellent showing, with current assets of $11,039,000 against current liabilities of $668,000. During the year the slate was cleaned of notes payable, aggregating $3,653,000. As usual, Goodyear carries its patents, trademarks and designs, or "good-will," on its books at $1, and all the figures on the asset side are real, tangible values. Cash on deposit and on hand has increased from $1,141,000 in 1913 to $2,862,000 in 1914, or more than 150 per cent.

The stockholders re-elected the directors, F. A. Seiberling, C. W. Seiberling, G. M. Stadelman, F. H. Adams, P. W. Litchfield, H. B. Manton and J. P. Loonis; and the officers of the company were also re-elected as follows: F. A. Seiberling, president and general manager; C. W. Seiberling, vice-president; G. M. Stadelman, secretary; F. H. Adams, treasurer; W. E. Palmer, assistant treasurer, and P. W. Litchfield, factory manager.

President Seiberling in his annual report to the stockholders demonstrated that the company enters 1915 with greater strength and with brighter prospects than ever before.

A. O. Smith Co. Issues Its First Motor Wheel Catalog

An attractive booklet, one of the sales compelling kind, is the catalog issued last week by the A. O. Smith Co., Milwaukee, Wis., devoted to the Smith Motor Wheel, the "Bicycle Booster," which is manufactured by that concern. The catalog contains only a dozen pages but they are filled with well selected material both in the matter of illustrations and text.

Various illustrations of the Smith Wheel are shown, demonstrating the method of attachment to a bicycle, and the component parts of the device are pictured in detail. The bicycle completely equipped also is shown. The booklet contains a page of specifications which will serve to satisfy the curiosity and interest of those who have technical knowledge, while the argument which runs through the pages as to the why and wherefore of the attachment is so simply and persuasively set forth that the veriest novice can understand and appreciate the attractiveness of the invention and get more than an inkling of the pleasure and practicability of conquering grades and head winds without effort.

All in all the booklet is one of the best arranged that we have seen and will serve to perfection the purpose for which it is intended. The last page shows two pictures of the Smith plant and makes an excellent conclusion to the catalog by showing the magnitude of the organization and the manufacturing facilities of the company which is behind the device.

U. S. Rubber Export Co., Ltd., Inc.

The United States Rubber Export Co., Ltd., which has been incorporated under the laws of Delaware with an authorized capital of $100,000, will be a subsidiary of the United States Rubber Co. to handle the export business of the parent company and of its various subsidiary manufacturing companies.

The incorporators are: J. D. Carberry, assistant secretary of the United States Rubber Co.; Samuel Norris, secretary of that company, and F. V. Glynn, who is attached to the secretary's office. Next week the organization of the company will be completed by the election of directors and officers to fill all important posts.

Harley-Davidson Dealer Change

The retirement of J. D. Rosenbaum, Harley-Davidson agent of Spokane, Wash., from the motorcycling business, has left an opening in that territory. The names of the new dealers are not yet announced, but it is said that they will go into the business with a big financial backing.

Eagle Wheel Co. To Incorporate

E. W. Kirby, F. J. Graboski and Chas. Altman, all of Philadelphia, Pa., have filed articles of incorporation with the secretary of that state for the Eagle Wheel Mfg. Co. The company proposes to manufacture a line of motorcycles and bicycles.

GASOLENE IS A GREAT FACTOR IN WORLD WAR

Enormous Amounts Required by Militant Powers—Germany and Austria Have the Smallest Supply and May Be Forced to Use a Substitute.

The motorcycle, the motor truck, the submarine and the aeroplane play a very large part in the European war and each uses gasolene for its motive power. Fuel oil has demonstrated its superiority over any other fuel in so many ways that enormous amounts are required by the various militant powers. It would appear that the nation with the largest stock of gasolene or other fuel oil would have an advantage. Motorcycles are used with success for scouting purposes, the automobile is used for the rapid movement of troops, and with the motor truck, supplies and stores and siege guns larger than have ever before been seen away from the stationary carriage of a fort, are moved with the greatest celerity. All this calls for almost unlimited supplies of gasolene.

In the matter of fuel, it would appear that all the countries at war are well supplied with combustible oils except Germany and Austria-Hungary. The exports for the fiscal year 1914 have been especially heavy in all oil commodities. The gasolene exports were as follows: England, 25,802,912 gallons, as against 6,049,646 in 1913; France, 19,608,286 in 1914, and 3,494,604 in 1913; Germany, 6,033,675 in 1914, and 1,942,746 in 1913; Belgium, 3,558,401 in 1914, and 894,103 in 1913.

Basing opinions on these figures, it is plain that Germany is less supplied with gasolene than either England or France. In addition, France during 1914 imported 30,000,000 gallons of American crude oil, capable of yielding 6,000,000 gallons of gasolene. It is not improbable to suppose that the lack of this commodity may cause a check on the offensive movements on the part of Germany. It is well known, however, that Germany has made rapid strides in the use of substituting alcohol for gasolene, and for manufacturing a heavy tonnage of "gasolene" from coal tar products, which may serve as a substitute, though inferior in quality to gasolene. The Galician oil fields of Austria-Hungary are reported in the hands of the Russians, thus cutting off this base of supply. This will involve a decided reduction of the Austrian supply of gasolene, and handicap Austrian transport.

More Additions To Klaxon Sales Force

W. H. Bendfelt, formerly of the Detroit office of the Western Electric Co., and B. C. Little, of Boston, late of the Bi-Motor Equipment Co., of that city, have been added to the Klaxon selling organization.

W. G. Packard, of the Klaxon service department and until recently in charge of Klaxon service in Detroit, has been transferred to the sales department. He will work in conjunction with R. G. Coghlan in the Eastern territory.

F. M. Hayes, who for the past two years has represented the Klaxon sales department in New England, will henceforward use his experience and knowledge of this territory in perfecting and extending the Klaxon service system there.

Hendee to Open Dublin Branch

The Hendee company has decided to open a wholesale and retail agency in Dublin. At the moment the location of the store has not been decided. The agency will be under the management of C. B. Franklin, who has heretofore been identified with the interests of the Indian in Ireland and whose many brilliant performances on the machine in Ireland and elsewhere have helped to bring it into the prominent position it now occupies in the United Kingdom. Franklin's exclusive services will be at the disposal of the Hendee company, and in addition to managing the new agency he will travel in Ireland. One of the features of the agency will be a fully-equipped repair department.

Lamy & Davis Sell Sidecar Plant

Although the names of the new owners are not disclosed it has been learned that the plant and stock of Lamy & Davis, manufacturers of sidecars in Chicago, Ill., have changed hands. It is reported that the new owners are and have been connected with the cycle trade and are well known throughout the industry. The plant is working to its full capacity and the change will not in any way effect deliveries.

McClurg Rubber Co. Incorporated

The McClurg Rubber Co., of Cochocton, O., has been incorporated with a capital of $250,000 to take over the plant of the S. & M. Tire Co. of that place, and make both automobile and motorcycle tires. The incorporators are J. S. McClurg, W. A. Himebaugh, O. D. Tucker, James N. McClurg and William I. Davis.

The incorporation is expected to increase the company's efficiency.

JAPANESE PREFER THE CHEAP GRADE BICYCLE

Have About Sixteen Manufacturing Concerns and With Keen Competition Profits Are Said to Be Extremely Small—Dealers Lose Money

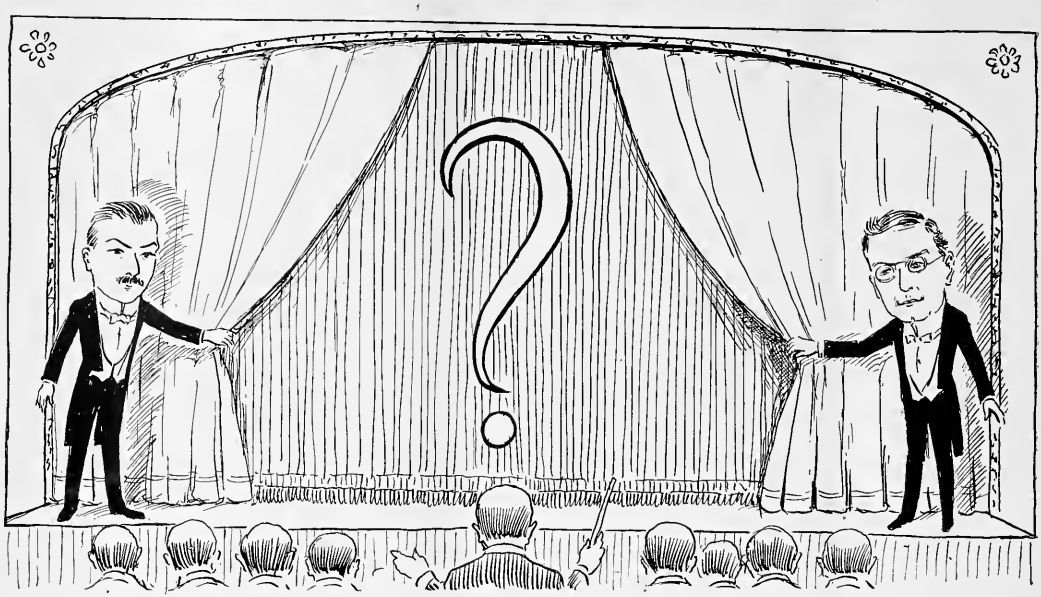
The price of bicycles made in Japan chiefly from Japanese materials ranges from $12 to $40 gold. The cheapest grades are the most popular. As regards the supply, there are 15 or 16 houses in Osaka alone engaged in manufacturing bicycles and their accessories, with the exception of tires and certain other parts. The Ishiwara and Osaka bicycle works are both comparatively well equipped with machinery and plant. There is also an extensive manufacture in Kobe, Kyoto and other places. Altogether, there is a considerable output, and Japanese bicycles find their way to Hokkaido, Chosen and Formosa, but with the multiplication of manufacturers competition has increased and profits have dwindled. The practice of sale on the installment plan is popular and has resulted in the bankruptcy of several dealers owing to their customers having absconded; these and other losses, directly or indirectly attributable to competition, have compelled many of the smaller concerns to go out of business. The manufacture in Japan has caused a decrease in the imports of bicycles, only the higher grades now being imported, and even of these not so many are being imported as formerly. It is expected that the importation of bicycles will shortly disappear altogether. The Japanese manufacturers are not, however, making the profits expected from capturing this market, and even the consumer is not greatly benefited, according to a Japanese newspaper.

Milwaukee to Hold Motorcycle Show

Riders of Milwaukee, Wis., will this year be given the opportunity of viewing the new motorcycle models in an exhibit for two-wheelers exclusively in a separate show.

This is the first time a showing of motorcycles alone has ever been held in Milwaukee, and it is planned that the show will be the largest of its kind ever held in the States, with the exception of the annual display at Chicago. The exhibit will be held in the Auditorium under the auspices of the Milwaukee Motorcycle Club, and the dealers and accessory people have pledged their hearty support. Tentative dates of the display are February 26 and 27.

"Gentlemen! This Curtain Will Be Raised in Seventeen Days"



Miami Mystery Makes Many Men Murmur

Press and Trade Make Futile Efforts to Solve Secret Contained in Locked Experimental Rooms of Middletown Factory—Jacoby and Ash Refuse All Information

Walking down the streets of Middletown, O., you may meet K. R. Jacoby, president of the Miami Cycle & Mfg. Co., and with him will be J. W. Ash, sales manager. Jacoby and Ash will be deep in conversation about something, but if you try to draw near and catch a word not a sound reaches your ears. A secret? Well, if the pearl in the heart of an oyster a hundred thousand feet under the surface of the ocean is a secret, so is this! If an octopus with his hundred arms grasps the oyster and hangs on to him, that's the way those two aforesaid men are hanging on to the secret of their conversation.

Enter the Prince of Detectives

Hist! Along the street behind them, creeping on silent feet, comes Hemlock Jones ,the best plain clothes bull of the New York police force. With his cap pulled down over his eyes to shield their crafty gleam from the notice of passers-by this head of all the sleuths and idol of a thousand souls draws near the two silent, secretive representatives of the Miami plant.

Jones Is Foiled in the Attempt

Jones has been sent by the chief himself to use all his famous skill in finding out the secret that is darkly concealed within the walls of the Merkel factory. A report has been circulated that the Merkel space on the floor of the Grand Central Palace for the show that is to take place within three weeks has been doubled and that explosives of great force are to be concealed there ready to burst upon the trade when the doors of the show are thrown open to visitors. Now Jones is on the track of the men who alone of all the men on earth have this secret buried in their minds.

Hist! Jones creeps nearer and nearer with a sly gait, until he is directly behind the two. Surely now the secret will be found out. Jones bends forward until his outstretched ear is almost upon the backs of the two in front of him, when suddenly the doors of the Miami factory are flung open, Jacoby and Ash enter, and the great sleuth finds himself shut out of all knowledge of the secret that is to explode upon the trade.

There is no use in trying to discover it within the factory for dozens of stenographers and hundreds of employes watch every stranger that enters and plans and papers of all kinds are swept out of sight far from the eyes of the curious.

What is the secret? Thousands of dealers and riders and prospects are asking that question. But no one answers it.

What Is the Great Secret?

Is it to be a new lightweight twin? Is it to be a four-speed model? Is it to be an all-weather finish? Or is it something new in bicycles?

It might be anything from a new drive system to an enclosed gearing, but no slight inkling of its true nature can penetrate outside of the factory as yet. All

that can be said is that it is probably something new in the motorcycle line, but whether in design, parts or finish, one cannot say.

Experienced reporters, highly trained interviewers, men who have wrested secrets from the innermost recesses of the hallowed precincts of the Standard Oil Co. and have compelled information from the unwilling lips of corporation lawyers of Wall street, have failed in their endeavors to solve the Middletown Mystery either through threats, cajolery or by the sometime simpler method of bribing subordinate employes

The trade—manufacturers, dealers and salesmen—have been, and are, wasting time and energy striving to learn what it is that President Jacoby and Sales Manager Ash are going to disclose at the New York show on opening night, Saturday, January 2nd. Riders, too, are interested in the secret, but their interest and curiosity are in vain. They must wait. All that can be learned is that something sensational is to be offered a wondering public when the orchestra leader's baton gives the signal for the opening chord, and then, and not until then will the curtain be lifted and the Mystery of Miami be solved.

Perhaps some attempt may be made upon the train which carries the mystery-shrouded shipment to New York, and the crates may be smashed open by desperate men in some desolate section of the line.

But no! All efforts to solve the mystery must be futile until it is finally revealed at the New York show, and the terrible explosive burst upon the sight of the astonished trade.

Uniform Traffic Regulations Urged

A movement to have uniform traffic regulations adopted in the various states and cities was launched at a meeting of the New Jersey Traffic Commission held recently in Trenton, N. J.

The plans for uniform regulations were presented to the New Jersey Commission by F. H. Elliott, general secretary of the Safety First Society of New York.

Chairman Lippincott, after the commission had indorsed the plans, suggested that Elliott's organization undertake to have similar commissions appointed in the various states to meet in convention and draw up a code of traffic regulations which could be uniformly adopted.

NEW UPTOWN "*Indian* HEADQUARTERS"

1915 MODELS NOW READY for DELIVERY

LOUIS GOLDSMITH

92-98 ST. NICHOLAS AVENUE

Corner 115th Street TELEPHONE 8137 CATHEDRAL NEW YORK

IN order to keep our Repair Department busy during the dull season we are offering special inducements to owners of old *Motorcycles* to trade for 1915 Models. Cash or easy payments.

This is the right idea! Now is the season for getting after prospects

Resler & Miller to Sell Daytons

The Davis Sewing Machine Co., of Dayton, O., has made arrangements with Resler & Miller, Indianapolis, Ind., to handle the Dayton motorcycles in Marion county, Ind. The agency is located at 843 Massachusetts avenue.

Telephone Co. Adds Yales to Equipment

The Ohio State Telephone Co. have recently purhcased five more 1915 two-speed Yales for use in their Canton service. The adaptability of reliable motorcycles to telephone service work is being more widely recognized every day, and the resulting increased efficiency is greatly appreciated by the subscribers as well as by the telephone companies; the former benefiting by quick relief from service interruptions and the latter by greatly reduced trouble.

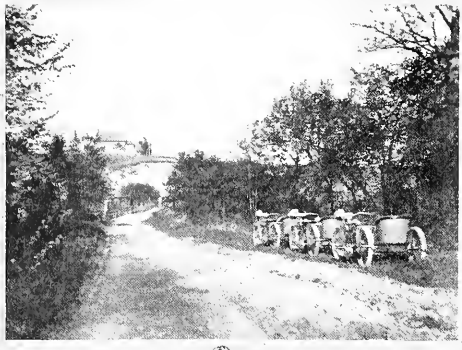
C. P. Freeman Joins Thor Travelers

C. P. Freeman, formerly manager of the north side store of Edwards-Christ, has joined the traveling force of the Aurora Automatic Machinery Co., and is promoting sales of Thor motorcycles. He is slated for a position as assistant to his father, F. D. Freeman, when the season is at its height a few weeks from now and will then become assistant manager of the store on Michigan avenue, Chicago.

Yale Salesmen Busy In Los Angeles

Following the opening of the large double store at 957-59 South Spring street, Los Angeles, Cal., the Los Angeles Motorcycle Co. had the busiest week in its history. The latest models of the Yale, with their accessories, were shown, together with copies of endurance and speed records made by the machines throughout the country.

These five Yale singles are out to hunt trouble on behalf of the subscribers of the Ohio State Telephone Co., of Canton, O.



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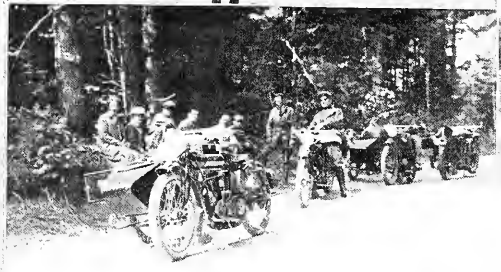

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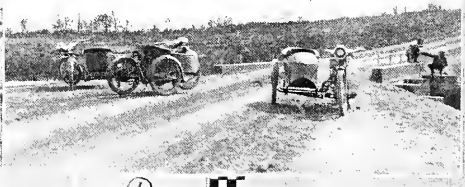

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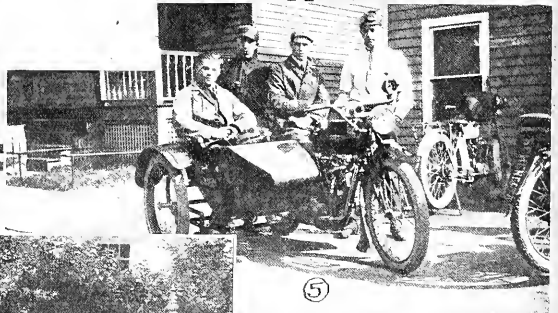

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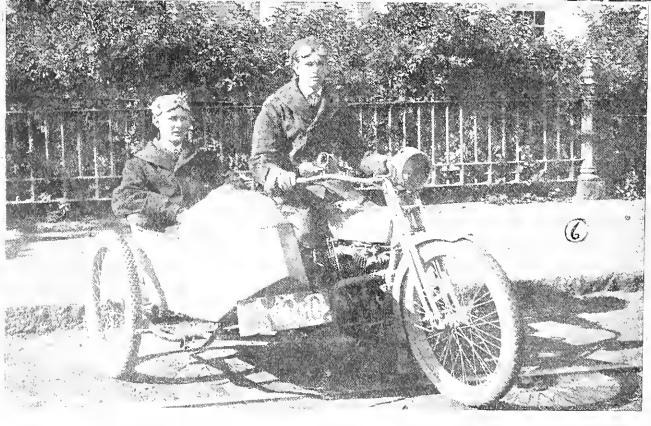

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DELIGHTS OF SIDECAR

1—Riddle: "Where are the Fergus Falls, Minn., sidecar enthusiasts?" 2—Mrs. B. A. Swenson, of Providence, R. I., alone with the "Old Man." 3—Providence tourists in Maine woods. 4—The roads around Fergus Falls are good for cycling. 5—Schenectady motorcycle clubmen. 6—Watson and Henninger, Bay State riders

How Motorcyclists Throw Money Away

Neglecting to Keep Tires Properly Inflated is Nothing More or Less Than Reckless Extravagance

Which a Little Care Would Readily Save

Every now and then we come across some story or picture in the evening paper or the monthly magazine or the trade catalogs that contains live enthusiasm and "get there" stuff. We read it and it sends us out with a determination to do business as it should be done, and incidently it probably puts a lot of new facts into our heads.

Such a piece of literature is the booklet now being circulated by A. Schrader's Son, Inc., of Brooklyn, N. Y., manufacturers of tire valves and gauges. It has a word for the development of motorcycling comfort, and a knock at the open muffler fiend, and many words of admonition for the careless rider who uses his tires in every stage of inflation and deflation over every kind of roads.

Tires are one of the trump cards in motorcycling comfort, and incidently they may be the greatest item of expense to the careless rider. It will pay every rider and dealer to read this story from the Schrader plant, which we reprint in full:

An Army of 200,000 Riders

"With the army of sport enthusiasts and lovers of all outdoors who now ride motorcycles, numbering upwards of 200,000 and the gradual inclusion among them of perfectly normal individuals who look upon a motorcycle as an instrument of travel and not as a Gatling Gun, the prejudice against the two-cylinder Hell-splitter of four or five years ago is rapidly disappearing, and a much better understanding of the value and desirability of the motorcycle is slowly entering the mind of "the innocent by-stander."

There are still a few unchained lunatics who persist in ploughing the air with muffler wide-open, but they are being killed off one by one, and the sport will soon be rid of them.

The tendency today is to make of motorcycling more of a pleasure and less of a "stunt." Each year the makers give more and more attention to the comfort of the rider.

The old one-lung single-tracker of the day-before-yesterday, which used to bump the daylight out of you and lay you on a bed of pain for a week after you had ridden it, has given way before the soft-spoken twin, with spring frame, spring fork and spring seat post. This, together with a longer wheelbase and the use of larger tires has robbed motorcycling of all its terrors. Every day, motorists are made from among young girls, and the riding action has become so smooth, that father even takes out the baby strapped on to the handlebars.

Thanks to the tandem seat, and to the easily affixed sidecar, motorcycling 'a deux' is gaining in favor and every day the motorcycle and the auto are being brought closer to each other.

Outspeeds the Big Touring Car

In point of speed there is nothing to choose between them. The two-wheeler in fact, will generally out-distance the touring car. In point of cost, the single-tracker will have this tremendous advantage over the motor car, that instead of costing $3,000 it will only cost $300. Nor will this be all, for with the chugger you may not only dispense with the services of a chauffeur, but save garage rental in the bargain. The cost question having so much to do in determining whether a man is to become an automobilist or a motorcyclist, one naturally marvels at the reckless manner in which most motorcyclists abuse their tires.

Autoists Guard Their Tires

The automobilist, generally speaking, is better able to squander money on tires and yet, almost invariably, it is he, and not the motorcyclist, who takes better care of them, particularly when it comes to keeping them inflated up to the required air-pressure.

The unanimous cry of all tire manufacturers is, and has been, and will continue to be, "Keep your tires well inflated." Statistics from their repair and adjustment department show that 75 per cent of all tire trouble is directly due to the tires being run under-inflated. They have dinned this in the ears of every man, woman and child to whom they have sold tires, until now the newest and greenest motorist will not start out on a trip without first having ascertained that his tires contain 70, 80 or 90 pounds pressure, according to their size and the recommendation of the manufacturers.

Inflation Table Showing Air Pressure Recommended By Motorcycle Tire Manufacturers

	Size of Tire			
	2¼-inch	2½-inch	2¾-inch	3-inch
Ajax-Grieb Rubber Co.	45	50	55	60
Continental Rubber Works	..	35–40	40–45	45–50
Diamond Rubber Co.* (Rear)	..	35	35	35
Diamond Rubber Co.* (Front)	..	50	50	50
Empire Rubber & Tire Co.	..	50	55	60
Falls Rubber Co. (Front)	..	40	45	55
Falls Rubber Co. (Rear)	..	..	..	60
Federal Rubber Mfg. Co.†	..	45	55	60
Firestone Tire & Rubber Co.‡	..	32	35	40
Fisk Rubber Co.	..	50	55	60
Gaulois Tire Corp.	45	50	55	60
Globe Rubber Tire Mfg. Co.	..	45	50	55
Goodyear Tire & Rubber Co.	30	32	35	40
Kokomo Rubber Co.	..	45	50	55
Lee Tire & Rubber Co.	..	40	45	50
Pennsylvania Rubber Co.	..	50	55	60
Racine Rubber Co.	45	50	55	60
U. S. Tire Co.	37	40	45	50

* With two persons riding, pressure in rear tire should be increased 10 pounds.
† With two persons riding, pressure in rear tire should be increased 5 pounds.
‡ Racing tires: 1¾-inch, 45 pounds; 2-inch, 50 pounds; 2¼-inch, 55 pounds.

The average motorcyclist on the other hand will start on a run without having so much as looked at his tires. He will hurtle lightly from hilltop to hilltop, hop-skipping over ruts, car rails, three stumps and every kind of obstruction with 30 pounds of air or less in his rear tire. When disaster overtakes him, as it must, he hasn't even the recourse of a spare tire on which to fall back and so he rides home on a flat tire and puts rim, spokes and the whole wheel out of commission.

In the old days, when every little depression in the roadway sent the motorcyclist bouncing a foot or more off his saddle, there may have been some excuse for riding on soft tires—it was just as hard on the pocketbook, but it was easier on the spine. But today, when shock and recoil are absorbed before they reach the rider, there is absolutely no excuse for disregarding the injunction of the tire manufacturer and tearing the very heart out of tires by riding them under-inflated.

Great Strain on Motorcycle Tire

A few unthinking motorcyclists imagine that because a motorcycle weighs less than an automobile, the strain on a motorcycle tire is less than that on an automobile tire. They forget, or entirely disregard, the fact that in an automobile the weight—and the jars and jolts—are distributed among the four wheels, while in a motorcycle the entire burden falls on two wheels. They lose sight of the further fact that the automobile remains on an even keel, the dead weight thereby falling squarely on the tread of the tire, or that part of it that is armored and reinforced. In a motorcycle the dead weight is never long on the tread. At every turn the machine inclines several degrees from the perpendicular with the result that the whole weight falls on the side of the tire, or on that part of it least able to resist.

Relatively, the motorcycle occupies the same position towards the automobile as does a rowboat to a battleship, but there is as much water for drowning purposes underneath a rowboat as there is underneath a battleship. That is to say, the same ruts, rocks, spikes and mudholes that strew the path of the automobile, impede the progress of the motorcycle. An insufficiently inflated tire coming in contact with a loose boulder, will stone bruise and later blow-out, whether it be mounted on an automobile or fitted to a motorcycle. It will rim-cut three times as quickly on a motorcycle because there the riding is nearly half the time off the perpendicular, while with the automobile the riding is practically always on the dead center of the tire.

The risks therefore are against the motorcycle, rather than in favor of it, and yet the man who drives the auto will be the one to take the precautions, not the man on the motorcycle. No automobile owner or driver who cares about his tires, and how much they cost him a year, will inflate his tires by guesswork. Each will know just exactly how many pounds pressure his tires require and will test this pressure with a tire-pressure gauge before riding off on them.

Blow-outs More Dangerous

In other words, it's the man on board the battleship who carries the life preserver, not the man in the rowboat.

When you are riding on four wheels a blow-out is serious enough, but when you have only a north and south anchorage, when you have nothing to hold you up, either on the right or left, when, in other words, you are riding on just two wheels, a blow-out may cost you your life.

The tires you ride on are not made of steel, they will wear out in time, but "in time" means in six months, not in six weeks; after 5,000 miles, not after 500.

If your tires have been wearing out before their time, ninety-nine chances out of a hundred it is because you have been riding them under-flated. An under-flated tire will sag and bend under weight; every obstruction met will cause the fabric of the tire to fold or crease on itself and the same thing happens that happens to a piece of tin when you bend it back and forth a sufficient number of times, i: e:. the fabric breaks.

Elsewhere we give a table of the air-pressure recommended by makers of motorcycle tires. Study this table and learn just what pressure your tires require. Having learned this, learn to keep the pressure constantly to that mark. You cannot do this by pinching the tire or by looking at it or kicking it. The only safe way to tell just what air pressure is in your tire is by means of a reliable air-pressure gauge.

Seeks to Stop Fuel Sale at Night

Fire Chief John N. Monroe of Savannah, Ga., is seeking to have the city ordinance prohibiting the handling of gasolene after sundown enforced, believing it will reduce the fire hazard. Every city has a number of laws that are forgotten because they are seldom enforced. This is true of the gasolene ordinance here. It was not generally known that such a law was on the statute books until Barney Comisky was arraigned in police court charged with violating it by selling fuel to a motorist at night. He was fined $10, with an alternative of 30 days by Recorder John E. Schwartz, but the fine was later remitted.

"No gasolene shall be handled in any way for charging or filling any tank or repository by artificial light, and never at all after sundown," reads the ordinance, passed in 1906. A fine of not more than $100 and imprisonment not exceeding 30 days, either or both, in the discretion of the trial magistrate, is provided.

The enforcement of this law undoubtedly would reduce garage profits considerably.

Canada Forbids All Rubber Exports

An order-in-council has been passed forbidding export from Canada to any country other than part of the British Empire of rubber and graphite. This action has been taken to prevent supplies of the commodities reaching Germany. Canada imports $4,000,000 worth of crude rubber each year and exports about $500,000. About $120,000 worth of graphite is exported, principally to the United States, and the production in Canada amounts to about $100,000 worth per year. It is produced at Buckingham, Que.; Calabogie and Port Emsley, Ont.

Scoville Absorbs Chilson & Graham

The E. U. Scoville Co., of Manlius, N. Y., has acquired control of the C & G. twin seat formerly manufactured by Chilson & Graham in Fayetteville, N. Y., and announces it will market two models for the 1915 season. The models will differ mainly in that one will be with back rest and the other without. The concern will also market the Third Grip handlebar for use with sociable or sidecar seats.

Studebaker Succeeds Jordan in N. Y.

C. D. Studebaker, a veteran in the tire field, where he has been connected with the Diamond Rubber Co. and with the Walpole Tire & Rubber Co., has taken charge of the New York branch of the Firestone Tire & Rubber Co., of Akron, O. He succeeds Manager J. J. Jordan, who has become manager of the European branch.

Spokane Company Changes Name

J. D. Alexander, of the Spokane Cycle & Supply Co., states that the firm has been newly incorporated and will handle auto supplies as well as two-wheeler supplies. The new company will be known as the Spokane Cycle & Auto Supply Co.

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NE WYORK, DECEMBER 15, 1914

WHAT LESSONS WILL THE WAR TEACH US?

The Tourist Trophy in England, and the Savannah classic in America have resulted in improvements in structure and engine design. To the credit of reliability tests may be placed such important items as the mechanical oil feed, multi-speed gearing, stronger frames and wheels, tires that stand the test of scorching runs over rough and broken roads, and the refinement of the present light, flexible but powerful engine.

To the credit of speed tests may be placed the overhead valves and more efficient timing.

What great lessons is the war going to teach us? What modifications will the manufacturers be planning next year or the year after as a result of the requirements developed and the deficiencies shown by the numerous machines of all makes that are seeing service in the battlefields of Europe?

Inklings of such requirements are coming in already. The British War Office has not officially declared for the chain drive in place of the belt drive which until very recently was the ruling favorite with our English cousins, but unofficial advices carry the information that the chain drive has stood every test of service where the belt-driven machine frequently has failed. In addition to this, the British army is ordering only single-cylinder machines, possibly due to the economy in fuel, the less attention needed and because of their being lighter in weight.

There are undoubtedly other lessons greater than these to be learned in the matter of carriers for large equipment, of the service value of different kinds and sizes of tires, of engine reliability under all conditions, of the relative efficiency of British, American and Belgian makes now being tried simultaneously in the greatest test ever held since the first machine was placed on the market.

Important changes in two-wheeler design are going to follow the war and American manufacturers must not think that because we are out of the war we are not going to be involved in the resulting changes.

WHY PUT YOUR MACHINE AWAY?

Numberless riders when they tear the first sheet from the December calendar send their motorcycles away into dead storage, or put them away for the winter in their homes.

They do it as a matter of course, just as they get out winter overcoats and put moth balls in the pockets of summer clothes. In some parts of the country where winter in all its rigor sets in early this is necessary, but such locations are few. Probably they are confined to the northwest and New England. In the south the motorcycling sport continues in winter with all its vigor, while in California, that paradise of the motorcyclist, winter sees better riding conditions than any other season. Even snow-bound Detroit sees a multitude of two-wheeler riders in her streets who experience no extreme cold weather.

The motorcyclist who declines to ride simply because the calendar tells him that it is winter loses a supremely delightful experience. There is exhilaration in the onward rush through the biting wind. There is health and healing in the pure, clean cold. There is tonic in the sweep of the crystal clear air, keen as a whetted scimetar and whipped home by the added impetus of flight on a fast-moving motorcycle.

RIDERS, WATCH YOUR TIRE PRESSURE

When motorcycles were in their infancy and every bump meant a jolt out of the saddle, there was some excuse for riding on soft tires.

Today the motorcycle is a comfortable seat under all circumstances, and fully inflated tires cause no inconvenience. Yet riders rarely know whether their tires have the right pressure or whether the rims are cutting into the shoe on account of insufficient inflation.

When tire accidents overtake them at remote roads they blame the manufacturers instead of their own neglect—and pay ten dollars for a new shoe. Why not use a little more brain matter and elbow grease on a pump? It will mean not only so much less inconvenience to riders while out on the road but also a great saving of money by reducing tire expenses.

WASHINGTON WANTS A HORSEPOWER TAX

Delegates at State Good Roads Association Adopt Resolutions for Increasing Highway Funds—Motorcyclists May Be Affected

Closing the most interesting, educational and successful session in the 15 years of its existence, the annual convention of the Washington State Good Roads Association adjourned at Spokane the last week in November, to meet in November, 1915, at Ellensburg, Wash. Two hundred and twenty-five delegates representing 22 counties and representatives from Oregon, Idaho and Montana, were in attendance at all four sessions held during the two days of the convention.

Serious consideration was given the subject of road maintenance, and the convention adopted resolutions urging the Washington legislature which meets in January to increase the present maintenance fund of 5 per cent. The resolutions also declared in favor of completing the comprehensive construction program begun in 1913 before additional appropriations are made for extensions and laterals; that the present levy of a mill for state roads and a mill and a half for permanent highways, which annually produce approximately $3,500,000, be continued; that automobiles be taxed in proportion to their horsepower, the receipts therefrom to go into a maintenance fund and returned to the counties from which the money comes; that a new and more modern automobile code be adopted; that a compulsory road dragging law be enacted; that danger signs and signals on all roads be standardized; and the continued use of convicts on roads under the present honor system was favored.

Never before in the history of the Pacific Northwest was so much genuine interest displayed in a good roads convention. Speeches, papers and stereopticon illustrated lectures were given by men of national prominence. The office of Public Roads, United States Department of Agriculture, was represented by E. W. James, who delivered an address on highway maintenance, which subject was the keynote of the convention. Others who spoke were Governor Ernest Lister, of Washington; Lieut. Governor Louis H. Hart; former Governor M. E. Cay; Governor-elect Alexander, of Idaho; Samuel Hill, president of the American Road Builders' Association.

Motorcycles on the Corona Course?

From the Los Angeles Motorcycle Club comes the rumor that the Corona circular course of about 300 miles may be the scene of a meeting between racing two-wheelers.

That tremendous speed could be made on the famous course is evident when the surface of smooth, oiled pavement is seen. The lines of the roadway are such that no abrupt turns or twists mar it at any point, and in this respect the course is much better than Savannah. The chief danger would result from skidding on the hard, polished surface.

Members of the Los Angeles Club say that the race may come off on February 22. But the consent of the municipal authorities must be gained before the event can be held.

Superior Motorcyclists Form Club

In order to prevent reckless motorcycle driving and to improve the sport in Superior, Wis., local motorcyclists met recently and organized a club. There are about 50 motorcyclists in Superior and all have announced their intention of enrolling in the new organization.

The first aim of the organization will be to lessen the evils of motorcycling from the pedestrian's viewpoint, according to A. C. Eveland of the "Motorcraft Store," 1716 Broadway, who is one of the most prominent figures in the movement.

Such mistakes as speeding on the main streets, riding without lights and driving without the muffler in the evenings, will be give a hard blow by the new club and all of the members of the organization will do their utmost to stamp out the evils in Superior.

Conferences will be held with the city commission and the club will seek to cooperate with the city officials in every way possible.

Put An F. A. M. Membership Card In Your Friend's Christmas Stocking

Secretary Gibson of the F. A. M. reports that a number of fees come in every Christmas previous to the day on which Santa Claus is supposed to descend the chimneys and fill the empty stockings. These fees are to pay for membership cards to be given to friends in the motorcycling fraternity.

Here is a fine way to give presents to your friends! Not only will they be welcome on Christmas day, and the owners be proud of their new emblem given by the national association, but all the year benefits will come in from them.

What more could be expected of a Christmas present than this?

Looking Forward

January 1, Newark, N. J.—Annual sociability run of the New Jersey Motorcycle Club.

January 1, Portland, Ore.—Second annual elimination run of Portland Motorcycle Club, 15 hours.

January 1, Madera, Cal.—Annual New Years' road race.

January 1, New York City—Annual New Year's Day race of the New England Wheelmen of New York from clubhouse to Pelham Bay bridge and return Will start at 10 A. M. regardless of weather.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 4, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

February 26, Milwaukee, Wis.—Exhibition of motorcycles, bicycles and accessories at Juneau Hall, Milwaukee Auditorium.

Stolen Machines

Ben Strunk, 1329 12th street, Detroit, Mich., reports the loss of his Harley-Davidson two-speed twin. The motor number was 4557-H, and the machine was stolen October 30.

A 1914 two-speed Harley-Davidson twin was stolen on November 21st from F. W. Andrews, 315 West Cambridge street, Greenwood, South Carolina. The motor number was 8003-H.

A reward of $25 is being offered by Albert Laum, 1809 South Spaulding avenue, Chicago, Ill., for the return of his 1914 two-speed twin Harley-Davidson. motor number 5473-H.

The theft of a Flanders four-horsepower 1912 model is reported by Gliesman, 782 Eighth avenue, New York City. The motor number is 820 and the wheelbase is 28 in., free engine and baggage carrier.

More F. A. M. Attorneys Appointed

The ever-growing ranks of the F. A. M. attorneys have again been increased. National Chairman J. M. Johnson of the Legal Action Committee has announced the following new barristers: Charles A. Higgs, Bay City, Mich.; Walter C. Rhorbacker, Tiffin, O.

NEW JERSEY RIDERS FIGHT FEE INCREASE

Motorcyclists Now Contribute $22,000 to State and Will Oppose Any Additional Taxation—Proposed Legislation Arouses Ire of Dealers and Riders

Following the example of the automobilists the motorcyclists of New Jersey are beginning to line up their forces to oppose any increase in the license fees next year. A communication was received last week by the New Jersey Motorcycle Club, of Newark, N. J., from the Trenton Motorcycle Club, asking the officials of the local organization to acquaint the riders in the northern section of the state with some of the proposed legislation for the coming session of the legislature.

In talking about the matter recently, Secretary Elliott B. Holton, of the New Jersey Motorcycle Club, said:

"Both the proposed horsepower tax and the increased fees would be a hardship to the larger part of the motorcycling fraternity in this state, and it is only by lining up the clubs throughout the state and getting the club members to properly present the matter to their assemblymen and senators, that such drastic bills will be defeated.

"There are eleven thousand riders in this state who now contribute $22,000 for license fees alone, not taking into consideration many other thousands that are paid to communities in the way of personal taxes on the machines. The motorcyclists feel that they are now doing their share, and more, toward the upkeep of the state's roads. Any additional taxation would be a discrimination against thrift, for motorcyclists, as a rule, are all wage earners, not salaried men, and the purchase price of a motorcycle is to them a large investment in itself. It is only by thorough organization that the motorcyclists can hope to defeat any attempt to impose additional unjust taxation upon them. It would, therefore, be well for every motorcycle owner in the state to make a New Year's resolution to identify himself with a local club, or where there are no local clubs to become affiliated direct with the Federation of American Motorcyclists, the national governing body."

Motorcyclists Hope to Revive Club

After existing in a more or less moribund condition for the last two years, a serious attempt is to be made in Newark, N. J., to reorganize the New Jersey and Newark motorcycle clubs by men who are said to have the best interests of the local cycling fraternity at heart. A smoker is to be held at the Lincoln tonight (Tuesday, December 15th). The arrangements are in charge of officials of the New Jersey M. C., who promise to have a corps of forceful speakers on hand for the occasion. A general invitation has been extended to all motorcycle riders in this city and vicinity to turn out. Much good can undoubtedly be accomplished by a live organization, not only in presenting a solid opposition to adverse legislation, but in a sporting way as well. The sidecar and tandem have added so many of the fair sex to the ranks of motorcyclists that the club is seriously considering the advisability of forming a ladies' auxiliary, and thus including all motorcyclists within their ranks.

STAMFORD CYCLE CO. WINS BIG VERDICT IN COURTS

In an unreported opinion the Interstate Commerce Commission, following previous decisions along the same line, has decided that the Stamford Cycle Co. is entitled to reparation against the Atchison, Topeka & Santa Fe, et al., on shipments of motorcycles from Chicago, Ill., to Stamford, Texas, on which a rate of two-and-one-half times first class was applied.

Nine less-than-carload shipments were involved, on which a rate of $4.175 was applied. The first class rate in effect was $1.67, and it was urged by complainants that they should have been accorded a rate of $2.505, based on a decision of the Commission in Griffing v. Chicago & Northwestern Ry. Co., 25 I. C. C. 134, and cases therein cited. The Commission concurs in that opinion and has awarded reparation on that basis, with interest at 6 per cent from January 17, 1913, to be paid on or before January 15, 1915.

C. D. Feiler Expanding to New Jersey

Chris Feiler, perhaps the oldest and best known motorcycle dealer in Philadelphia, Pa., now located at 2454 North Broad street, in that city, where he handles the Flying Merkel bicycles and motorcycles exclusively, feels quite optimistic relative to the prospects of motorcycle business for 1915. Accordingly he is preparing to open a branch store in Camden, N. J., having for that purpose already secured the distributing rights of the Flying Merkel bicycles and motorcycles in Camden, Gloucester and Salem counties, N. J. Feiler says he intends to put on the roads of Pennsylvania and New Jersey an even 200 yellow jackets and the same number of Flying Merkel bicycles.

On Thanksgiving day Feiler, who is not lacking in progressiveness, sent to 300 of his customers invitations to attend an informal Thanksgiving celebration in his shop, the main object of which was to show them the new 1915 Flying Merkels just received. Over 200 attended and enjoyed the hospitality of their host.

20th Century Mfg. Co. in New Hands

Although the sale was made early in November, it was not until last week that the announcement was made that J. E. Henderson and Charles F. Brooks, who have long been connected with the 20th Century Mfg. Co., of Newark, N. J., manufacturers of lamps, had purchased the plant and good will of that concern from the Estate of George B. Wilson, the former owner. In the reorganization Henderson becomes president and treasurer and Brooks secretary.

The new owners of the company have been connected with the lamp industry for a number of years and are thoroughly familiar with the business and the needs and wants of the riders. The product of the factory will be continued at the same high standard which has been characteristic of it since the first 20th Century lamp was offered to bicyclists 20 years ago.

Clerks Must Live Up To Printed Text

Last August, Fred. L. Brown, of the Pierce Cycle Co., Buffalo, N. Y., wrote an article for Bicycling World and Motorcycle Review about a cycle dealer 'way out in sunny California,' and in the course of time the magazine with its story reached the dealer, who was a subscriber.

The dealer thought it was fine and sent for a number of copies to hand around to his clerks. He gave instructions that everyone was to read it and try to live up to the high standard of efficiency and the good business methods that appeared in the story. Then he wrote to Brown, thanking him for what he had done in promoting efficiency throughout the establishment.

Klamath Falls Club Prepares for Winter

The Klamath Falls (Ore.) Motorcycle Club is furnishing up and decorating its rooms in the rear of C. B. Coon's Electric and Cycle Store. The members expect to give entertainments and smokers so as to pleasantly spend the long winter evenings when the roads do not offer any attractions to the local cyclists and icy winds chill the riders.

What Accessories Should the Rider Buy?

Listing a Light Equipment, a Full Equipment, and the Most Luxurious One Which Money Can Buy

When the novice buys a machine and takes it out of the dealer's store for his first run, what will he need in the way of accessories? The machine as he buys it is bare except for a tool kit, pump, and book of instructions as to the care and repair of the engine. He is going to need many other articles—tools, clothes and accessories. But what will he need and what will it cost him?

Putting It Up to the Dealer!

To get information on this important point we went the other day to one of the leading motorcycle dealers in Cincinnati, which is a city that favors the sport and is in the heart of the mid-west region. We put this question to him: "Suppose a man buys a motorcycle from you and wants to get only absolutely necessary equipment, what would you tell him to buy and how much would it cost him? Then suppose that he wants a complete equipment of good quality, what would you suggest and how much is he going to pay for it? Then, again, suppose that he is a wealthy man and wants the very best of everything and the most luxurious outfit that money can buy, what are you going to recommend and what is his outfit going to cost him in hard cash?"

The dealer scratched his head for a moment; then he got out his catalogs and discount sheets, and we sat down at a convenient table to figure out this problem, always a subject of keen interest to every owner of a power-driven single-tracker.

"Now," said Mr. Dealer, "let's begin at the beginning and see what equipment the factory gives with the machine. We'll presume that the motorcycle is a multi-speed, chain-driven twin, costing in the neighborhood of $270. That, of course, will be the buyer's first and heaviest expense. With the machine comes a tool kit, tire repair outfit and pump. The tool box will contain pliers, screwdriver, spanner, monkey-wrench and spare link for the chain. So much for the outfit."

"What will he need to buy," we asked, "that will be absolutely necessary for running the machine in comfort and keeping it in fairly good repair?"

Graphite, for Chain

"I'm coming to that," answered Mr. Dealer, as he chewed his pencil thoughtfully and thumbed the catalogs. "First, the buyer will need more tools than are supplied by the factory. For instance, his chain will be dry when he uses it for the first time, and he must fix that. A little oil does the trick nicely, but graphite is better—he needs a stick of it."

This rider has light equipment. He is fairly comfortable and can make some repairs—cost, $7.95

"Very well," we agreed; "what more?"

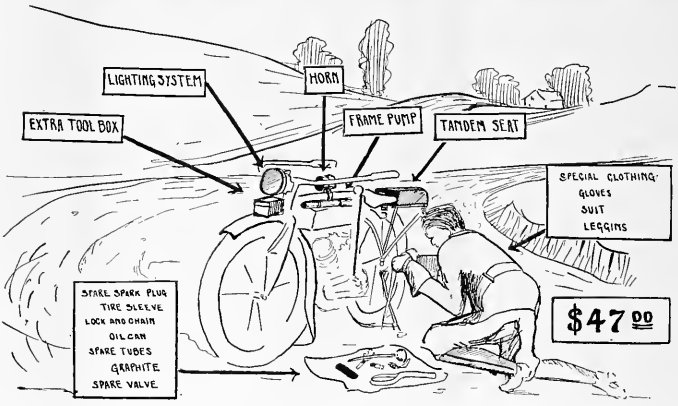
"An oil can, if it is not included in the tool kit; one spare inner tube, a spare spark plug, a lock and chain. He must have them! Now, his clothes are going to get dusty—he needs a special suit; he can use an old suit of street clothes and an old cap as well as not, but he is going to invest in a pair of leggins and goggles."

Needs a Horn in Traffic Riding

"Anything else?"

"Yes; he ought to buy a horn. Most every rider gets one eventually after he has found to his cost that he can't ride through city streets with safety without some way of letting people know that he is coming. Of course, he can pull the cut-out, but that's a nuisance and gets him into trouble with the cops in a city."

"What are these things going to cost?"



This fellow has medium equipment. He can make most repairs, has suitable clothing, can travel at night, besides taking a friend along—cost to him, $47.00

The dealer consulted his catalogs and scribbled on his pad until he was satisfied with the result. This was what he wrote, with everything cut down to the minimum price at which good articles could be purchased:

Graphite	$ .25
Oil can	.35
Spare tube	1.50
Spare spark plugs (2)	2.00
Lock and chain	.35
Leggins	1.00
Goggles	.50
Horn	2.00
Total	$7.95

"There's your light equipment list," stated the dealer. "Now I understand that you want to know what a rider will need for a complete outfit covering all his needs, even on long trips? In the first place, the pump supplied by the factory is a stand pump generally, though

some equipments contain pumps which are carried on the machine, and the rider wants one to take around with him. The tool box is too small to hold it, besides being full of other things, so the best thing to do is to get a frame pump—one that can be clamped on to the frame. He ought to add a couple of tire sleeves to his tire repair kit, and one or two spare valves, and an oil gun for cleaning out crank cases and cylinders with kerosene. Then, if he's one of those who know, he'll want the tool box moved to over the mudguard of the front wheel. The cost of this will be merely the cost of the labor.

Clothes Are Needed—What Kind?

"Now as to clothes. He'll want a good suit of stout motorcycling clothes in order to save his own. Many riders now are using the comfortable and durable mackinaw coat, and the expense of this is about the same as of a suit of clothes. In addition to this, gloves, or rather gauntlets, will be needed, as the rider knows, after he has had an icy December wind blow up his sleeves for three or four hours. Then I would have him put on his machine a lighting system that should come to, say, $13—this including gas tank and lamp. Such a tank would hold enough gas for 30 hours; each recharging would cost the man about 60 cents. Some men want tail-lights—a $2.25 affair—to prevent rear end collisions; quite a number of states require such lights. The lighting system may be electric; if it is the expense will be greater.

"Then he'll want a tandem seat on his carrier, or maybe a sidecar. But we're only considering the motorcycle, so let's say a tandem seat for his friends to travel on and share his pleasure. That's a pretty complete equipment, which will vary of course with riding conditions and the taste of the rider."

Then the dealer figured out the prices of the articles with the result shown in the following table:

Graphite	$ .25
Oil can	.35
Oil gun	.60
Spare tube	1.50
Spare spark plugs (2)	2.00
Lock and chain	.35
Leggins	1.00
Horn	2.00
Frame pump	1.00
Tire sleeve	1.00
Spare valves (complete)	3.40
Tool box moved (estimated)	.75
Suit of clothes	6.00
Gloves	2.00
Lighting system (complete)	15.50
Tandem seat (estimated)	10.00
Total	$47.00

"Now for the wealthy buyer!" we prompted: "Suppose he comes to you and wants a list of things that will give him the greatest possible amount of comfort and convenience without regard to cost?"

What the Luxury Loving Rider Wants

"Well," the dealer puffed thoughtfully at his cigar, "how about a short circuit switch on the handlebar at a cost of at most $1.25, which will short-circuit the sparking system, thus cutting out the power from the engine and acting as an extra brake when desired? A recent addition to the motorcyclists' outfit now springing into popularity is the equipment of about four feet of small gas tank hose and have this arranged so that it runs from the Y or T joint to an extra tip or burner so that the rider can use this to make repairs about the machine, thus having an extra light handy for any place.

"Then this rider will want a vulcanizer to make repairs on his tires himself; that will relieve him of about $3 in cash.

Conveniences That Give Greater Comfort

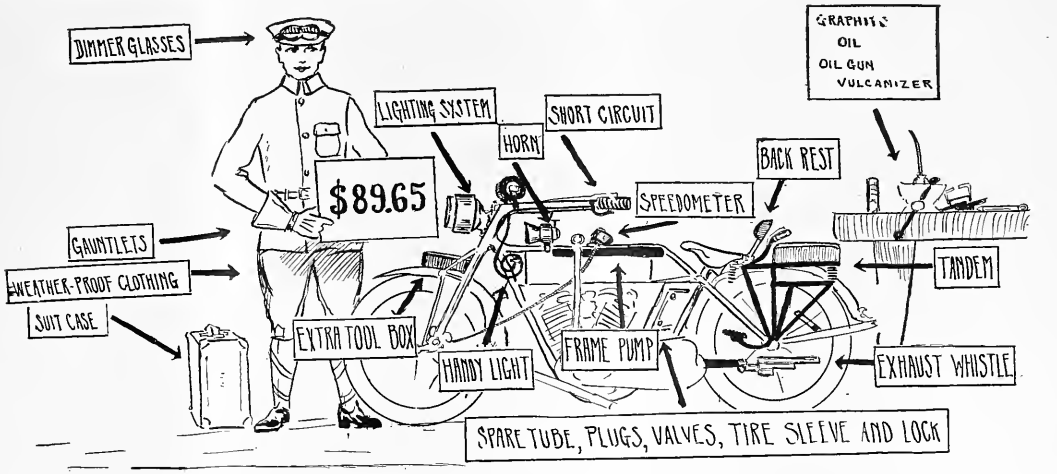
"As to clothes, he will not be satisfied with a suit of khaki or cheap cloth, but will want a good-looking weather-proof suit of good stout cloth, with the best leather leggins to go with it, and a fine suitcase specially made to order to fit his rear carrier, in which he can carry his change of clothing and keep it clean.

"The best kind of goggles are none too good for him; these are large dimmer goggles, fitted with shell rims and shaped to fit closely over the eyebrows.

"Of course, a speedometer will find a place on his machine, and that will be a big item in the bill.

"Some men have the rear back rest for their saddles, though not a few are opposed to this, claiming that the handicap in getting off outweighs the advantage of a rest to one's back.

"He will invest in an exhaust whistle which is worked by the engine. Just a touch at the footboard and your whistle blows in three or four tones—a handy convenience, indeed! Cautious riders like non-skid chains and a tire gauge. Now we'll add up our articles and find out what the rich rider is going to pay out of his purse for the luxurious comfort that he gets:"



Here is the man who, regardless of cost, has equipped his machine and himself to his utmost desire. He can travel in all kinds of weather at night; he can make all light repairs, and carry a companion or luggage

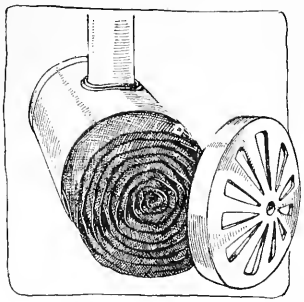
Graphite	$ .25
Oil can (best make)	.75
Spare tube	1.50
Spare spark plugs (2)	2.00
Lock (best make)	1.00
Oil gun	.60
Short circuit switch	1.25
Gas tubing	.40
Vulcanizer	3.00
Special rainproof clothing	12.00
Leggins	2.75
Gloves	2.00
Frame pump	1.00
Tire sleeve	1.00
Spare valves (complete)	3.40
Extra tool box	.75
Lighting system	15.50
Tandem seat	10.00
Speedometer	14.00
Back rest	2.50
Exhaust whistle or chimes	6.00
Suit case (say)	8.00
Total	$89.65

These figures must not, of course, be taken as standard. Many of these articles, like the tire sleeve or lock, can easily be made at home, while on a large order like this a discount might sometimes be obtained. Again, each rider has different needs and requirements, and each must find out by experience just what he wants and how much he should pay for it. But, generally speaking, this is a fairly accurate estimate.

Home-made Silencers

A Few Devices Which Were Found Both Simple and Efficient

Objections have been raised time and again to the motorcycle because in dashing through the streets it leaves in its



Wire netting in ordinary silencer barrel

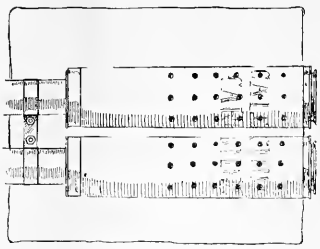
wake noise highly disagreeable to the ear of the pedestrian. Noise, which if heard by a zealous policeman who believes that the peace and tranquility of a community should be respected by riders, will cause an offender to be dragged to court and lose a few dollars from his jeans. Of course, neither offense to the pedestrian nor to the officer of the law is intended by the speeding motorcyclist and he realizes only too well the necessity of a muffler.

But cash is sometimes at low ebb and ingenuity, too. So, lacking the wherewithal to purchase a muffler, a little spare time may be advantageously and enjoyably devoted to following the hints given here on making home-made silencers. These may not be as good as the manufactured product, but they will greatly assist in diminishing the noise from the exhaust.

Remove "Cut-out" First

The first step is to remove the "cut-out," and the machine must be rendered fairly silent with the holes which are disclosed by the "cut-out," fully open.

If the muffler is of the type consisting of a small barrel in front of the crankcase, some difficulty will be experienced



Lids of carbide tins for twin cylinder

in making it efficient. The use of baffle plates should be avoided, for if the holes in these are of sufficient size to prevent clogging up with soot, the plates will be of no use.

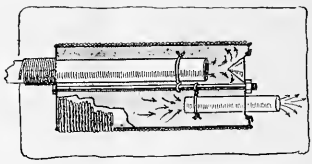
A simple and fairly efficient medium is wire netting. A quantity of this should be obtained of fine mesh, and it should be cut so that it is of exactly the same width as the silencer barrel. It must be tightly rolled up until the roll is the same diameter as the barrel, and then inserted in it. It may be necessary, owing to the faulty design of the silencer, to remove with a hacksaw one end of it for this purpose, a bolt being run through it to make all secure afterwards.

A point to be aimed at is to prevent much noise being evident to pedestrians and policemen when the motorcycle is approaching them, else an irritated policeman will certainly pinch the rider.

If, however, the noise is only noticed when the machine has passed, it is ten to one against the motorcyclist being subsequently stopped by the officers of law and asked embarrassing questions.

This brings us to an extension pipe to the rear, where necessary. A pipe of this description costs very little and can be made quite efficient so long as it is treated in a proper manner.

A very good plan is to fix on to the end a largish tin, such as a carbide tin, of generous dimensions. A sufficiency of holes can then be bored in this to give



More elaborate home-made silencer

the necessary escape for the exhaust gases.

If the motorcyclist cares to go to a little more trouble, the following plan is excellent. The long pipe before alluded to must be carried back to the back stay, and the end slightly closed. Procure a tin as large as can be conveniently obtained, and insert the pipe into the upper edge of the bottom of it until it is two-thirds through the tin. From the other end a short piece of pipe is now inserted through the lower edge of the end, and pushed through about one-third of the length of the tin. A bolt should be run through the whole to hold all secure. The two pipes can then be anchored to this bolt by stout copper wire. The whole silencer must now be bound round with asbestos cord, so as to eliminate any trace of "ring," which accentuates to a great degree the noise of the explosion. The barrel is clipped to the back stay, and will present a by no means clumsy appearance.

Silencing a Twin Cylinder

Experiments can be carried out in regard to the amount the little pipe is inserted. Altogether this makes quite an efficient silencer.

Blow back into the main pipe, if such exists, can be prevented by soldering a small cone of tin immediately in line with the pipe; but this is merely a refinement.

At a recent hill-climb it was noticed that the owner of a twin, which was provided with two long exhaust pipes, had fixed two thin one-pound carbide tins over the ends, and had punched a few holes in each. This proved quite effective, as his machine did not make too much noise when it fastly negotiated the steep incline.

Relating the Adventures of John Prospect

In Which He Meets TROUBLE and Lets It Get His Angora, Together With What He Thought the Dealer Should Do for Him— What Dr. Wise Said About It

The eighth of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler

It was a sunny morning in early December when Dr. Wise was taking his regular morning walk in the park at Highville that he met Prospect.

Prospect had evidently just returned from a trip into the country on his motorcycle, because his clothes were dusty and his mount showed traces of mud and water.

The doctor hurried up to his friend.

"Good morning, John," he hailed, "fine day, isn't it? I envy you the privilege of riding your machine."

Instead of smiling, Prospect frowned and looked anything but cheerful.

"I had a lot of trouble today; the confounded motor has been acting wrong every mile of the road."

"What was the matter?"

"Oh, first it began to miss badly, and got worse, so that I had to stop and look for trouble."

"Did you find it?"

The first Trip Produces Trouble

"Oh, I had forgotten to screw on the spark connection tight enough and it had shaken loose."

The doctor laughed.

"Man, what do you expect?" he demanded. "That wasn't the fault of the machine, was it? Every novice has a bunch of trouble his first few times out, but he has no one but himself to blame for it."

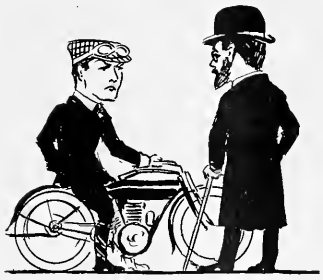
"I suppose so, but I didn't know that this beast would need so much attention. Then, when I got out on the stretch from Parkwood to Hampton every motor car on the road passed me."

"What about it? You're not thinking of going into the racing game, are you, and entering the Savannah race next year?"

Prospect scowled at his machine.

"Rot; but I hate to let motor cars go by me like that; and then a fellow came along on an A-B twin, looking as neat and cool as a floor walker. His machine didn't seem to make any noise at all, while mine growled and rattled like an old junk wagon when I speeded up to keep from being passed. He actually asked me if I had any trouble, and looked at my motor as if he thought it was a relic of the curiosity shop. Then he speeded up a bit and went away from me easily—as if he was a class-A professional, and I a class-C amateur."

Doctor Wise sat down upon a nearby



The doctor hurried up to his friend

bench and laughed until he got red in the face.

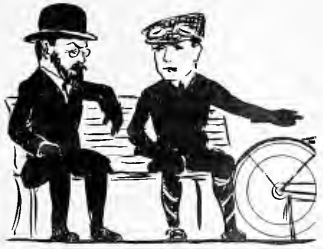
Prospect looked at him gloomily.

"I don't see what's so funny about my being passed like that, and buying a machine that isn't fit for the scrap heap," he remarked.

Dr. Wise winked at him sagely.

The Speed Bug Bites Prospect

"Why, before you bought a machine you were always pulling that safety first stuff about wanting a nice little mount to carry you quietly around on business trips without getting you mussed, and now the speed bug has bitten you so you want to pass everything on the road and break speed records every trip you take. You probably drive your motor on too much oil or too little all the time, and



"That's all right, but it gets your angora—"

worry the throttle almost to death. Now, that stretch of road from Parkwood to Hampton is sandy and full of rocks and stones; a touring car can make 40 miles an hour over it and not be the worse for it, but not a motorcycle—especially one driven by a novice. It's a psychological trait in a new driver of a motor car or a novice on a motorcycle that after he gets over his first nervousness and fear he wants to see his machine pass everything on the road, and he drives it like a fire engine although he may not know the first thing about its operation."

"Well, that's all right, but it gets your angora to have the darn thing vibrate and rattle when you hit up a gait of 30 miles an hour," defended Prospect.

"Then there must be something queer about it. Did you take the machine to Bentley? Have a seat on my bench and tell me about it."

And Makes Him Sore at the Dealer

Prospect lifted the machine to its stand and accepted a seat on the bench alongside the doctor, who was one of his oldest friends and had always been chummy with him ever since John was old enough to propel a bicycle ,with much wabbling and shaking, around the front lawn of the doctor's house.

"I took it to Bentley as soon as I got back," began Prospect, "and I don't mind telling you that I felt sore all over. I thought that he was straight about that offer to let me ride an old machine of his during the winter, keeping my machine at his store until the spring riding season began. But I guess all he wanted was to keep me from finding out that the machine I bought didn't come up to specifications. The way I found it out was like this:

"I went there early this morning to go out for a ride, but Bentley was out and the fellow at the store said that he had gone away on the machine that I had been riding to do some business. So I got out my single, and thought that I'd find out what sort of an animal it was—anyhow I'd rather ride my own machine. Well, all that I told you happen-

ed to me on the road and a lot more. So as soon as I got back I went over to curse out Bentley about it. He was in this time."

"What did he say?" asked Dr. Wise, and he puffed at his pipe.

"Well, I told him what had happened, but he didn't seem fussed a bit, and I got rather sore—told him that he had sold me a junk pile and not a motorcycle."

"That was a stupid thing to do."

"Perhaps it was. But it seemed to amuse Bentley. All he said was that I needed a lot of instruction in how to run a motorcycle. He asked me if I had shoved the clutch in all the way; I told him that I had in starting, but that it had stopped the engine and nearly thrown me over the handlebars, so after that I took care not to shove it in.

Bentley's Reasons for Refusing Service

"Then I told him that I wanted him to overhaul the machine and fix it so that it would go without making such an awful racket, but he would not. He said that the machine was second-hand and he had sold it as such for what it was worth. He said that it would not run as smoothly as a 1915 twin, or go as fast, or be as little trouble to manage. It seems that a novice could ride one of those new machines without having any trouble at all with the engine or knowing what was the intake valve and what was the exhaust pipe, but with a used machine you must know a good bit about the engine in order to get the best results."

"Which you did not know," broke in the doctor.

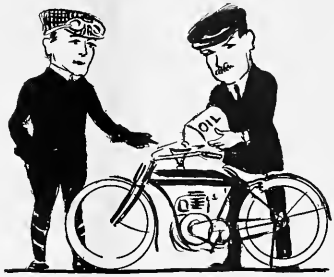
"Well, no. Then Bentley said that I had paid only $121.50 for my machine, while a new twin would have cost me $250, so that I couldn't expect to ge the same value in efficiency for the small price."

"That's logical," commented Dr. Wise, "and I think you were in the wrong to get sore about it."

"But he might have repaired it for me!"

"Was there anything to repair?"

"Well, yes. You see, it's quite a trip to Hampton, and I ran out of gas there. I stopped at a garage for a fresh supply, when the garageman didn't know where to put the gas I told him, and where to put the oil, too, but I guessed wrong, and the oil tank was really where I thought the gas tank was, and the stuff was mixed up a little all around. Coming back the engine began to get cranky and finally would hardly work at all. Bentley said this was because the oil in the gas tank had put the carburetter out of business. He sent the machine to the repair-shop and had it cleaned out. Then he tinkered with the power plant a bit, and finally had the nerve to tell me that



Prospect has oil put in the gas tank

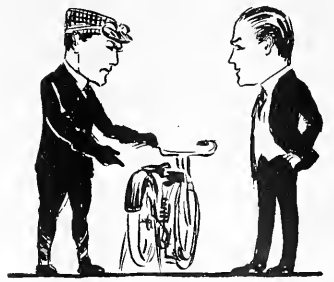
he was not obliged to do it at all, but that he wanted to satisfy me and that I had better not ride any more until he could explain the control and repair of a motorcycle to me."

Why He Was Justified

"That was straight enough."

"Yes, but he ought to give me all the repairing I wanted. Didn't I buy a motorcycle from him, and didn't he assure me it was in serviceable condition?"

"You bought a motorcycle from him, but you did not pay him any profit on it to speak of. Now look here. Suppose he sells a new machine to a customer. If it's a $275 twin he will get from $60 to $80 profit, depending on the output of the machine and his agreement with the factory. Very well. He can afford to put several days' repair work on it after selling. With a new machine this would probably not be necessary, but at any rate he is willing to do it, because it's loss to him is covered many



"He had the nerve to tell me I shouldn't ride—"

times in the additional profit of the new machine."

"He ought to take the same care with all his machines."

Dr. Wise shook his head.

"No," he said; "you've got the wrong dope there. When you buy a used machine you buy, as they say in the mercantile world, 'as is'—that is, you buy with the understanding that you are not getting goods in first-class condition, although they are in serviceable condition. The dealer gets his $60 from the sale of a new motorcycle, but he only gets $12 from the sale of your machine, and against that goes the time he spent in making the sale, the instruction he gives you in the use of the new purchase, and small repairs that may come up which are due to some defect in the article he sold, to say nothing of the overhead expense of his establishment."

"But this was a defect," argued Prospect weakly.

Prospect Admits His Mistake

"No. You found when you first took out the machine that it did not give you the speed and comfort that you looked forward to as belonging to the newest and finest machines in the market. Then your own bad handling of it at first made the motor run badly, and you want Bentley to undertake an overhauling that would cost him perhaps $25, and do it for nothing. That isn't good logic!"

"But there was a bearing loose. Bentley told me about it long ago but I forgot. He said that it would be a factory job to repair that, and that the motor would give perfectly good service without it. There would be a tiny knock, he said."

"Better use it as it is, and some other time pay the difference and get a new machine. Meanwhile, let's see how the engine sounds after your mistreatment of it today."

Prospect climbed into the saddle and turned the pedals. In a second or two the motor started with a whirr. Both men inspected it in silence for a moment.

"That knock would never be noticed if you were not looking for it, and it looks to me like a first-rate engine," commented the doctor.

"You ought to see it climb!"

"Even with oil in the carburetter and the clutch only half way in?"

Prospetc laughed and took the machine from its stand.

"It looks to me as if the only thing the matter with the sale was that you got out of bed on the wrong side this morning," commented the doctor.

"Well, I'm beginning to think so myself. I think I'll take a spin around town now and climb a few hills. So long!"

"Good-bye, John."

GOULLET AND KAISER STIR NEWARK FANS

In Preliminary Dashes, Goullet Takes Four-Cornered Match Race, Kaiser Wins Five-Mile Professional From in Front—McDaugall Best Amateur

Alfred Goullet, the Australian, and Harry Kaiser, the ex-amateur champion, were the bright stars of the curtain-raising meet of the Newark six-day race, staged at the First Regiment Armory, Saturday night, 12th inst. Goullet defeated Frank Kramer, the national champion; Iver Lawson, of Salt Lake City, and Francesco Verri, the Italian, in a one-mile four-cornered match. In the first heat Goullet easily defeated Verri, while in the second Kramer received an eyelash verdict over Lawson. Goullet then defeated Kramer in the runoff for first money and Lawson disposed of Verri for third place.

It was Harry Kaiser who proved to be the big sensation of the night, when he won the five-mile open for the professionals from a big field, riding from the front for almost the last half-mile and holding Fogler, Hill and the others in check. The professional handicap at a half-mile was won by Willie Hanley, the San Francisco ex-amateur star.

The amateur races were productive of good finishes and a few spills. Donald McDougall, world's amateur champion in 1912, won the three-mile open and Gus Lang, a long marker from Irvington, near Newark, annexed the handicap at a half-mile. Summary:

Half-mile handicap, amateur—Won by G. Lang, 45 yards; second, J. Kauffman, 75 yards; third, F. Taylor, 10 yards. Time, 1:03.

Three-mile open, amateur—Won by D. McDougall; second, F. Taylor; third, W. White. Time, 6:28⅗.

One-mile handicap, professional—Won by W. Hanley, 90 yards; second, G. Cameron, 90 yards; third, J. Fogler, 25 yards. Time, 1:51⅘.

Five-mile open, professional—Won by H. Kaiser; second, J. Fogler; third, F. Hill; fourth, R. Walthour. Time, 10:26⅗.

Four-cornered one-mile match, professional—First heat—Won by A. Goullet; second, F. Verri. Time, 2:31⅘. Second heat—Won by F. Kramer; second, I. Lawson. Time, 2:33⅗. Third heat—Won by Goullet; second, Kramer. Time, 2:37⅘. Fourth heat—Won by Lawson; second, Verri. Time, 2:32⅗. Goullet won match; second, Kramer; third, Lawson.

Sanborn Leads in Baltimore Series

The Crescent B. C., Baltimore, Md., has only three more races on the card for the championship series. They are the quarter, half and one-mile events. The hill climb has just been staged and it was captured by Emory Anderson, who pulled a big surprise on the other contestants. F. M. Sanborn, the leader in the series, managed to finish only third, his brother, L. M. Sanborn, being the runner-up. The result of the event broke the tie for second place in the series, Welby Sherman dropping to third. The standing now is: F. M. Sanborn, 30 points; L. M. Sanborn, 21; Welby Sherman, 19; Emory Anderson, 9; William T. Wright, 7; I. M. Zeskind, 4; Albert Pridgeon, 2; J. Fred. Huber, 1.

Alfred Goullet, "kangaroo" star

Death Erases Harry Wheeler's Name From List of Old-Time Cyclists

From England comes the sad tidings of the death of Harry Wheeler, an old-time rider who followed in the heels of Zimmerman.

Wheeler gained fame for his racing in the early nineties in America, and while the old records of that day are buried in dust the names of the riders linger in the memory of followers of tht sport today, and the passing of each one, whether he be a Pitman or an old local champion, is a subject for keen regret.

Cycle racing today has taken wonderful bounds in speed and stimulus, but the rider who trails a motorcycle on a banked board track lacks the picturesqueness of the old-time rider, who bestrode his high and dangerous mount along the roadways before autos were to be met with on every hand and were a constant menace to riders.

CYCLE FANS WITNESS START OF NEWARK RACE

Many Noted Six-Day Riders Enter Arena at First Regiment Armory, Newark, in Modified Grind—Goullet Teamed With Hill, Lawson With Root

Records are expected to be broken for a short-hour six-day bicycle race in the grind that started yesterday afternoon at 4 o'clock in the First Regiment Armory, Newark, N. J. The 12 teams of riders entered will ride 10 hours every day, the race running from 4 o'clock each afternoon until 2 o'clock the following morning, excepting Saturday, when the start will be made shortly after noon and finish after 10 o'clock in the evening.

The track, 11 laps to the mile, has been constructed for speed, though it required some practice spins on the part of the riders to master the highly banked turns.

The twelve teams entered in the race are as follows: Alfred Goullet, Australia, and Fred Hill, Boston; Francisco Verri, Italy, and Joe Fogler, Brooklyn; James F. Moran and Peter Drobach, Boston; Iver Iawson, Salt Lake City, and Eddie Root, Boston; Bob Spears and Frank Corry, Australia; Georges Colombato, France, and Julian Provost, France; Victor Linart, Belgium, and Marcel Dupuy, France; George Cameron and Harry Kaiser, New York; Gordon Walker, Salt Lake City, and Gus Wohlrab, Jersey City; Joe Kopsky, New York, and Floyd Krebs, Newark; Frank Cavanagh, Newark, and Bobbie Walthour, Atlanta; Clarence Carman, New York, and Charles Piercey, Australia.

The race promises to be one of great interest and with the riders in fresh condition every day may develop some good sprinting.

Papesca Wins in Point Race

Twelve riders started in the weekly members' point race of the New England Wheelmen of New York, Sunday, over the Eastern Boulevard, where J. Papesca, from scratch, finished first in 14 minutes 5 seconds. John Pepp, who was on scratch with the winner, was second, and J. Palmier third.

Riders of the Toledo Bicycle Club recently held a hare and hounds chase which resulted in good sport. Doritz, captain of the hounds, proved a good trailer, for he overhauled all expect three of the hares, his time for 23 miles being 1 hour and 22 minutes.

Arthur Chapple Wields His Pen

For the Motorcycle Racing Game

Last week in the sporting page of the New York Globe appeared the first of a series of motorcycle articles by Arthur Chapple, of New York, who has gained considerable fame as a motorcycle racing man. The motordrome star made his first bow before the reading public in an article published in Saturday evening's edition. Without any flourishes or literary conceits he told how easy it was to ride a motorcycle, even for the novice, who could start the motor by a push upon the pedals and control it without knowing anything about the technical side of the machine. Many riders, he said, after two years' ownership did not know the difference between the carburetter and magneto.

The article touched upon the Savannah race, and stated that the prize money next year is to approach $2,500.

Such a series of articles appearing in a prominent metropolitan daily two or three times a week is going to give the sport publicity of the right kind, and do much to remove the fog from the minds of people who think that the motorcycle is a noisy and death-dealing instrument and who gather their impressions from the deaths of the motordrome.

for the club and was valuable in its organization, October 12th, 1912, at a meeting held in Heagy Bros.' motorcycle store. He has been official referee at Middletown races and all hill climbing events.

This season Claude W. Baskin made a perfect score in the 423-mile endurance run to Staunton, Va., and return, receiving merchandise prizes valued at $30. He missed only two runs out of a total of 30 and stands a chance to win a silver loving cup. Baskin has two Harley-Davidson motorcycles.

Clogged Exhaust

While it is unlikely that the exhaust pipe of a motorcycle could become sufficiently obstructed to seriously interfere with the running of the engine, loss of power often arises from this cause. Misfiring and muffler explosions are certain to produce an accumulation of soot in the exhaust passages and muffler, and excessive lubrication has the same result.

The popularity of the motorcycle is increasing among the fair sex, due not only to the ease and pleasure experienced in operating a machine but also to the many modern roads built each year

It is well to thoroughly clean the exhaust whenever the motor is overhauled, for anything which prevents the rapid discharge of the waste products of the explosion is apt to cause a back pressure and appreciably lessen the power developed.

Baskin, Club Member, Is a Booster

Harrisburg, Pa., boasts of one of the most active motorcycle clubs in the state. Members of the Keystone Motorcycle Club, since its organization have been factors in demonstrations and have had numerous successful runs and contests. While every member of the Keystone club has figured in its success, there are a number of members who are looked upon as leaders.

One of these leaders is Claude W. Baskin, a charter member, who worked hard two years ago to secure members

Texarkana Agent Takes On Indians

M. B. Chandler, 1302 County avenue, the Harley-Davidson dealer in Texarkana, has contracted to handle the Indian in that Texas-Arkansaw boundry line city for 1915. Wilmer Reichert, of the Indian traveling staff, has just closed the deal with Chandler; 1914 was Chandler's second season as a Harley-Davidson dealer; he sold three machines in 1913, all singles; his sales for the past season were 15 Harley-Davidsons, the majority of them being two-speed twins, and he is planning a selling campaign for 1915 which will make red and gray the prevailing colors of motorcycles in Texarkana and vicinity.

Boston Supply Association Progressing

Plans for the further work of the newly formed Boston Accessory Dealers Association will be outlined at a meeting to be held in the Bay State metropolis this month. Obstacles to the preliminary work have been overcome and progress has been easier during recent weeks. One of the first tasks was arriving at a basis of agreement between the radical and conservative elements. The former wished to compel manufacturers to deal only with association members, who would not cut prices.

Coast-to-Coast Trip Robbed of Hardships

Lincoln Highway Is Now Ridable Throughout the Entire Distance of 3,389 Miles—Unique Cross Country Run Demonstrates Practicability of Trans-Continental Route

For the purpose of demonstrating that the Lincoln Highway now is in condition for transcontinental travel, the Lincoln Highway Association promoted a most unique cross-country run on Saturday, November 28th.

Arrangements had been made whereby every Lincoln Highway consul was to drive over the route in his territory on that day, so that there pratcically was an endless chain of drivers over the entire course of 3,389 miles, from New York city to San Francisco. It was further provided that each driver was to start at 6 A. M. and that as near as possible the entire route was to be covered within 12 hours.

According to the messages received from all sections of the country, the run was successful. All along the route motorists and others showed marked interest in the event. Everywhere there was cooperation on the part of authorities and others, and the result of the ocean-to-ocean drive will be far-reaching.

While reports received are brief, every consul or other person who took part in the run will report fully to the Lincoln Highway Association as to the condition of the roads, and this will lead to further improvements. However, one thing was demonstrated, and that is that the entire route is in condition for touring. There are no sections which require getting off the Lincoln Highway and taking another route.

The average distance covered by the drivers was about 75 miles, although in Nevada and Utah several drivers had to cover more than double that distance, one consul's route covering even 226 miles. The part of the route between Philadelphia and Pittsburgh was the scene of a special event, that of relaying a message from the mayor of the former city to the mayor of the latter.

Where Autos Go, Two-Wheelers Can Go

Though the experimental trips were made almost exclusively by automobilists the very fact that the road is open to four-wheeled vehicles shows that for the single tracker the problem of uncertainty of the transcontinental ride has been removed, and motorcyclists who have the time and inclination to ride their machines to the Panama-Pacific exposition in California next year will find the new route offers many attractions which have not existed in the past.

Following will be found some of the reports received at the Lincoln Highway headquarters, which give an idea of the purpose or scope of the cross-country demonstration:

Trenton, N. J.—Lincoln Highway in New Jersey entire route improved roads. Little rough west of Princeton and outskirts Trenton. City of Trenton entirely marked. Painters now working entire Jersey route, total 250 poles.—Horace E. Fine, Chief Consul for New Jersey.

Philadelphia, Pa.—Covered highway York, Pa., to Trenton, N. J., 125.5 miles. Well marked York to Philadelphia. Unmarked Philadelphia to Trenton account recent rerouting. Roads good. Practically all macadam.—Packard.

Canton, O.—From Columbiana line to Osnaburg dirt road excellent condition, then through Canton 6 miles of brick, then 6.5 miles of gravel surface, road good; then 7.5 miles brick paving. Through Massillon to Wayne county line route well marked over greater part of distance. Four miles of brick laid this year and 6.5 miles under contract.—J. U. Kress.

Canton, O.—Covered Lincoln Highway Lisbon to Canton, 37 miles, traversing Hanoverton, Kensington, Rochester, Minerva, Robertsville, Osnaburg. Road conditions ideal. Columbia county completely marked. Stark county partly marked. Five towns want big signs, working to eliminate Rochester grade crossing at Lucas. Year's biggest undertaking.—C. B. Firestone.

Ligonier, Ind.—Sixteen Lincoln Highway enthusiasts drove 18.3 miles Goshen to Ligonier in 40 minutes. Lincoln Highway like a floor. Found nine signs plainly showing the way. No road work in progress.—George M. Richardson.

Ligonier, Ind.—The inspecting party went from New Haven to Ligonier, a distance of 51 miles. From the west city limits of New Haven to the highway's entrance to Fort Wayne the roadway is paved with concrete to a width of 16 feet and this with the 3.7 miles of modern streets in that city make a total of nearly 8 miles of pavement. Wide stone and gravel road connect at the west boundary of Fort Wayne and continue to the Whitley county line; from there on to Churubusco the highway is in comparatively good condition. Leaving Churubusco 7 miles of clay road unimproved save for plow-cut-side ditches is encountered. At Noblesville the highway becomes better, showing that it had been graveled during the early summer. Two hundred and thirty-eight Lincoln signs not counting those on advertisements mark the path of the highway from New Haven to this place, the Fort Wayne Commercial Club did the marking to New Haven and for a short distance west of the city. Illuminated arches erected at a cost of $500, raised by subscriptions from business men, mark the east and west entrance to Fort Wayne. The best marking is 10 miles on either side of Churubusco, all done by business men of that town, all along the route in Allen county in which Fort Wayne is located is evidence of improvement. The concrete stretch from New Haven was built by the township through a bond issue. West of Fort Wayne the road is being treated with either stone or gravel. In this county—Whitley—petitions are being circulated to rebuild 7 miles northwest of Churubusco and other stretches are to be gravelled. A dangerous S curve is being removed by the county 2 miles northwest of Kimmell, several of the bad curves are marked with danger signs and the remainder are to be so designated during the winter.—William M. Griffin.

Elkhart, Ind.—Made trip from Goshen to Mishawaka over Lincoln Highway, 24 miles well marked and in good condition. Concrete road running west from Elkhart very fine. One hundred cars made trip during the day.—Ethan L. Arnold.

Chicago Heights, Ill.—Chicago Heights to Joliet, 25 miles thoroughly marked, 4 miles brick, 2 miles concrete, 5 miles earth, good condition, 14 miles excellent stone. Much road work recently finished, more contemplated for next

spring, running time for trip 57 minutes. Dyer to Chicago Heights, 7 miles, all good stone road, well marked, running time, 20 minutes.—Ralph E. McEldowney.

Plainfield, Ill.—Have inspected 15 miles of Lincoln Highway today. Went from Plainfield to Aurora. The section is completely marked. Roads all gravel but 3½ miles in Kendall county and this portion is graded 24 feet wide and is in excellent condition. All the 15 miles is good. Work in this section is progressing finely.—W. S. G. Blakely.

Dekalb, Ill.—Dekalb county has done its bit. Made the trip over 7.5 miles gravel, 2 miles of brick, 6 miles of macadam, 1 miles of cement, 2 miles of mud road. The road conditions are good, with big improvement in sight for next year.—J. W. Corkings.

Dunlap, Ia.—Drove from Woodbine to Logan. Found the roads very good and well marked. Much has been done and is still being done in the way of permanent work. Cement culverts. Short turns are being eliminated. In fact, a winderful improvement of roads is going on.—Lewis Has.

Tama, Ia.—Made trip today from Belle Plaine west through Chelsea, Tama, Montour, LeGrand to Marshalltown, distance 40.7 miles, in 1 hour and 35 minutes. Roads good. Speed bug could cover distance much faster. Improvements on this stretch, cutting hills, grading roads, etc. More than $30,000 worth made this year. Are cutting large hill 3 miles east of Tama from 12 to 6 per cent grade and M. St. Louis Railroad crossing, 5 miles east of Marshalltown. Other improvements in progress but not completed. Are straightening road from east into Tama, eliminating two bad corners and all hills and fixing dangerous corner 3 miles east of Marshalltown.—D. E. Goodell.

Logan, Ia.—Covered 10 miles of Lincoln Highway, Logan to Missouri Valley. Found fine condition, well marked, splendid work in progress. Fine new cement bridge just finished. Cement culverts under construction. Road will be in fine condition for next year as a dirt road. The spirit of the people is loyal to and in full support of the project.—Almor Stern.

State Center, Ia.—State Center to Colo, covered 8 miles in 15 minutes. Road fine and well marked. Bring on your tourists.—I. D. Kauffman.

Clinton, Ia.—Have this day covered the 23 miles of Lincoln Highway. Clinton to Dewitt, road in fine condition, thoroughly marked and great improvements made and being made at an expense of $20,000. Nothing but the best will do for the Lincoln Highway in Iowa.—J. U. Jefferies.

Sidney, Neb.—Lincoln Highway, Cheyenne county, 42.3 miles traveled with several parties. Road in fine condition. Right markings every mile. Only four railroad crossings. Population Lodgepole, 500, good garage and hotel. Population Sidney, 1,700, six hotels, three garages. Population Potter, 350. Has hotel and garage.—J. L. McIntosh.

Cheyenne, Wyo.—Made the trip from Cheyenne to the Wyoming-Nebraska state line, a distance of 46 miles, and return, in 3 hours with Warren Richardson, our county commissioner-elect and other good road boosters. The weather and roads were perfect and have been all this fall. We have lived here the greater part of our lives and know that the roads are as passable in the winter as in the summer with rare exceptions of a storm which lasts but a day or so. Great enthusiasm has been aroused throughout our state, especially along the Lincoln Highway, and we assure your organization the best possible results. We are with you heart and soul.—Harry P. Hynds, President Laramie County Good Roads Club.

Medicine Bow, Wyo.—Traveled Medicine Bow to Rawlins, 63.8 miles, in 2 hours 23 minutes. Weather fine. Roads dry. Gasolene consumption 3 gallons. Carried four passengers.—August Grimm.

Laramie, Wyo.—Run Laramie to Cheyenne, 57 miles, in 2 hours 5 minutes. Road good. Weather clear and warm. Elevation high point on road 8,400 feet. This road is open all winter —John W. Ernest.

Salt Lake City, Utah—Left Ely 4:30. Distance, 305 miles. Time, 21 hours. Cold morning. Warm during day. Little wind after 8 o'clock. Roads in Nevada good, rather dusty. Well marked to Ibapah, rough to Tippette, fair to Callao, rough but dry across Flats then fair through Garfield.—D. J. Redford.

Reno, Nevada — Drove Reno to Truckee, 1 hour 34 minutes, 35 miles. Road very good. Well marked. Two miles new road. Work going on between Reno and Verdi. Also, covered road between Truckee and over Summit to Sierra Nevada mountains, 14 miles additional, in 32 minutes. No snow on ground at Summit or any other part of road. All roads in good condition.—Frank J. Byington.

Sacramento, Cal.—Made trip from Auburn to Sacramento. The road was in good condition and marked. All the way from Auburn to Roseville good dirt road. Roseville to Sacramento state highway fine road.—John A. Livingston.

Truckee, Cal.—Have just passed over road from Sacramento to Truckee via Summit, 110 miles, in 6½ hours. Roads in very best condition and new improvements are being made. Several new concrete bridges in course of construction. However, roads are generally very good. —P. M. Doyle.

Hindu Laborers Want Good Bicycles

Southern California ranchers employ a large number of Hindus in the orange groves and fields, and it is an interesting fact that about the first thing one of these dark-skinned and brightly turbaned laborers does with his wages is to buy a bicycle.

While they have little mechanical ability, and therefore seem to fight shy of the motorcycle, they are all enthusiastic cyclists, using the wheel to ride to and from their work and also for Sunday pleasure trips over the good roads of the state.

Even though they are day laborers, working for a small pittance, it is interesting to note that they are not satisfied with low grade bicycles, to say nothing of second-hand wheels, but insist on high-grade machines, which they keep brightly polished and spick and span in every respect.

Many Riders in National Park

During the season just ending, 13,838 visitors registered at the entrance to Mt. Tacoma National Park and 1,594 permits were issued. Motorcycles to the number of 187 were licensed to use the roads within the confines of the park at $1 each. The collections from both automobiles and motorcycles amounted to $7,970.

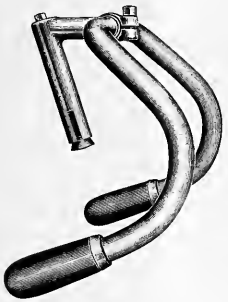
Baltimore To Use Motorcycle Patrol

Following the example of New York, the Board of Police Commissioners of Baltimore, Md., will inaugurate a system of motorcycle policemen for night duty in the outlying districts. Marshal Carter inspected the system in Gotham about a week ago and returned home greatly enthused over the successful working of the system. He immediately recommended that it be tried in Baltimore and the board decided to make the experiment. Only four men will be utilized at first and they will be kept in constant communication with the station house by means of booths located at certain places. If the system works out successfully, the board will have the entire suburban section covered at night by motorcycle policemen in addition to the regular force working on foot.

Two New Handlebars Added to Kelly Line

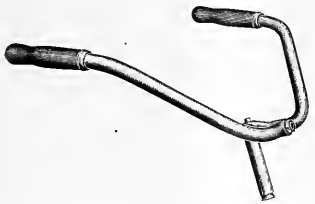
Racing and "Motorbike" Types the Latest Creations

Keenly alive to the times and with an ear sufficiently close to the ground to hear the rumble of approaching conditions, the Kelly Handle Bar department of the American Stove Co., of Cleveland, O., makers of Kelly handlebars, observing the constantly increasing interest which is being shown in track and road racing and in the motorcycle type of bicycles, has brought out two new designs of handlebars which already are meeting with favor with the votaries of the "silent steeds." The bars are high grade and make a fitting equipment for high-grade bicycles.



Kelly racing bars, showing full curve allowing grip at any point

Before standardizing the racing bar several different designs were submitted to well-known track and road pluggers, and as a result of their testing, the model now known as R-177 finally was adopted. These bars are designed with a width of 17 inches and have a 7-inch drop. A full curve is provided which makes it possible for the rider to get a good grip on the bar at any part of the curve. The bars are listed at $1.80 a pair, which includes shipping charges to any part of the United States.



Kelly "motorbike" bars—easy to alter, yet rigid when fixed in position

For the motorcycle type bicycles the bar which has been adopted is known as the No. 6 Divided Kelly Motorbike bar, which is strong and rigid and permits of the rider securing a fixed bar in any position he may desire. When in a level position the spread is 26½ inches; raised 6 inches the spread is 21 inches, while with an 8-inch raise they have a width of 18 inches. The No. 6 bar lists at $3.

All the bars are heavily nickeled plated on a copper base and carry the old Kelly guarantee of one year. A large stock is constantly carried, which permits of immediate shipments being made on receipt of orders. Complete catalogs will be sent on request.

How One Rider Replaced a Lost Tank Filler Cap Successfully

In the State of New Jersey there are many good roads and some bad ones. It was while touring a very bad spot in one of the worst roads of the Mosquito State that I jounced the cap from my gasolene tank. I did not see the cap come out, but a minute or so later, when some hefty rocks made my machine do the "bumping the bumps" act, the gas in the tank splashed up through the aperture and over the machine.

On stopping the machine and searching the road bed no trace of the missing cap was to be found. Evidently it had fallen off some ways back—I remembered now that on leaving the garage the cap had not been securely screw into place. There was no use in looking any further, and time was passing.

I thought of screwing my handkerchief into the opening, but there were two reasons to be urged against this; first, it would ruin my handkerchief; second, the gas would saturate the linen and begin to leak out.

The hunting season was in full blast at the time and an empty shell lay in the sand beside my stranded mount. There was a cap for me! I picked it up and tried it in the opening; the shell was 16 gauge and bent a little, but it seemed to fit pretty well. It was the work of a few seconds to twist off the paper part and pound the brass end into shape with a heavy monkey wrench. I then bent up the edge of the brass on one side so that it would fit into the thread of the tank opening. When this was done the makeshift cap could be screwed snugly into place.

One difficulty remained—there was no opening for air in my new cap. If I had had a small nail with me this might have been fixed, but lacking that there was nothing to do but go to the nearest garage and get someone to bore a little hole in the brass cylinder.

Needless to say, before finally putting it in place I cleaned out the cylinder by letting a little gas run into it from the carburetter.

When this was done everything was in readiness to continue the trip, and although the roads I encountered that morning were very bad indeed, the new cap stayed securely in place without rattling.

Tire Care Which Will Save Dollars

"Now that the season for winter storage is at hand," says one of the Goodyear tire experts, "motorists will find that by following a few simple rules they can and will save themselves trouble and expense.

"In a comparative sense it can be taken as absolutely true that age has no effect upon tires if they are kept in a dry, cool place, and covered to exclude the light.

"When rubber is continuously exposed to light for a long time, it finally loses its liveliness. The rubber hardens and cracks and thus the life-time of a tire's service may be lessened or lengthened, according to the care of the motorist.

"Tires stored in a warm place 'continue to vulcanize.' This process is very slow under such circumstances, of course, but if continued long enough the rubber becomes harder, less resilient and subject to cracking. A little care may mean many miles.

"When a machine is stored for the winter and tires not removed, the wheels should be raised from the floor and left that way, so the weight of the machine does not rest on one spot in the tire all the time. When the motorcycle is suspended, deflate and cover the tires, and they will usually be found to have had no ill effects from hibernation. It is a still better plan to remove all tires from a machine in storage, take out the tubes and then store. This insures a real inspection in the spring, and the use of plenty of talc to prevent tubes from sticking after the tires have been reapplied."

Travels 217 Miles in Half a Day

Riding a 1914 Harley-Davidson, Earl B. Veghte, of Klamath Falls, Ore., got his native burg excited by taking a trip to Etna Falls and back, all on the same day. He totalled about 217 miles, 18 of which he claims were muddy. The entire visit took up less than a half day.

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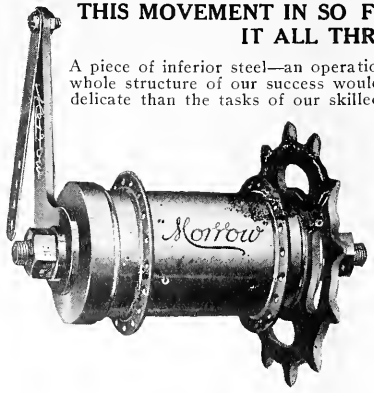
A piece of inferior steel—an operation carelessly conducted—an inspection slighted, and the whole structure of our success would be compromised. The watchmaker's task is no more delicate than the tasks of our skilled mechanics. THE MORROW COASTER BRAKE is as much an instrument of precision as the finest watch or the finest automobile speedometer. It is an instrument of strength as well as precision—an instrument the use of which does not allow one-tenth the latitude for heavy construction that most instruments of strength require.



THE MORROW COASTER BRAKE has been as efficient for the past fourteen years as it is today. The greatest improvement that has been made is found in the machinery and methods in vogue in our shop. In these particulars we have kept pace with modern progress and when we tell you that but one improvement has been made in the MORROW COASTER BRAKE in the last fourteen years, we know you will give credence to our prediction that for the next fourteen years—or as long as bicycles and motorcycles are used MORROW COASTER BRAKES will be the symbol of safety by which you will judge all others.

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Licensed Coaster Brake Manufacturers

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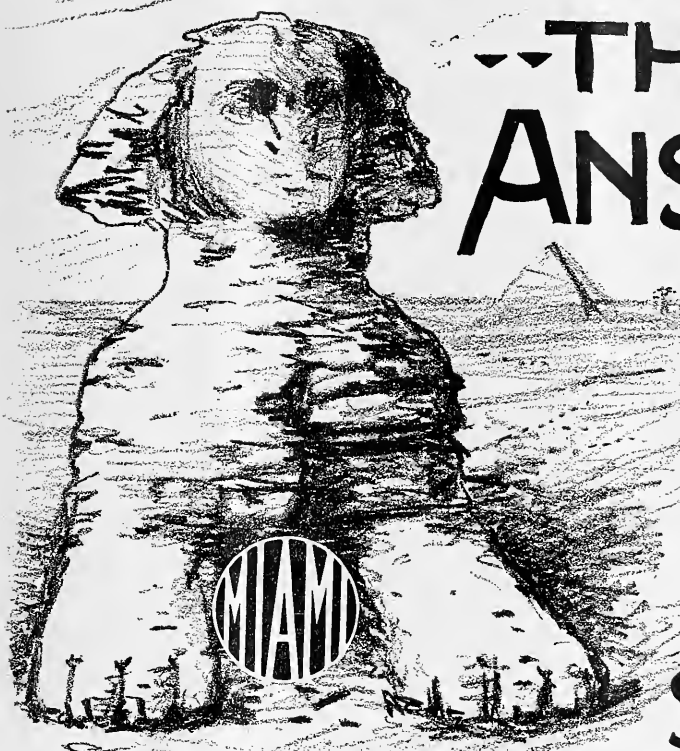

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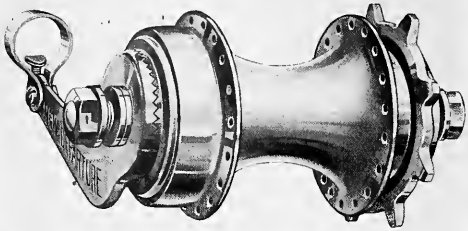

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Chime Bells, Thumb Lever Bells
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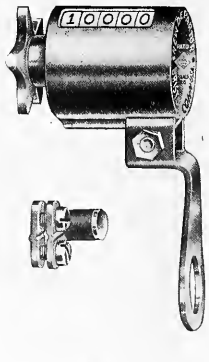

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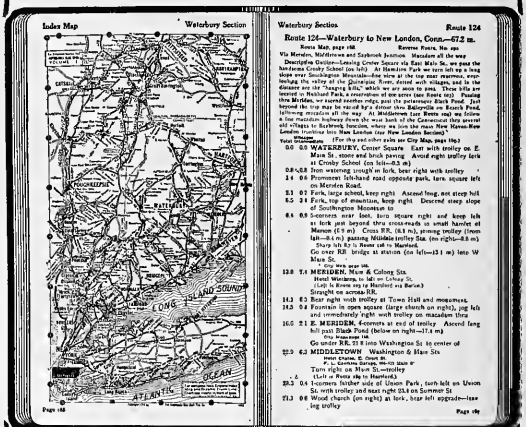

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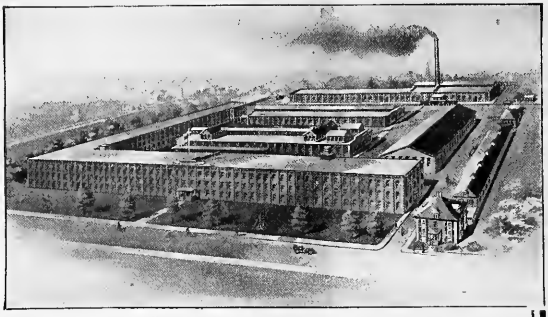

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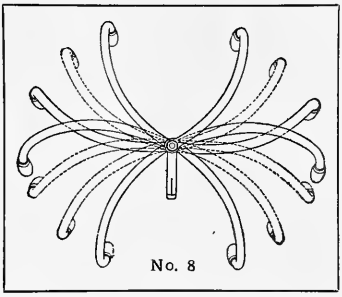

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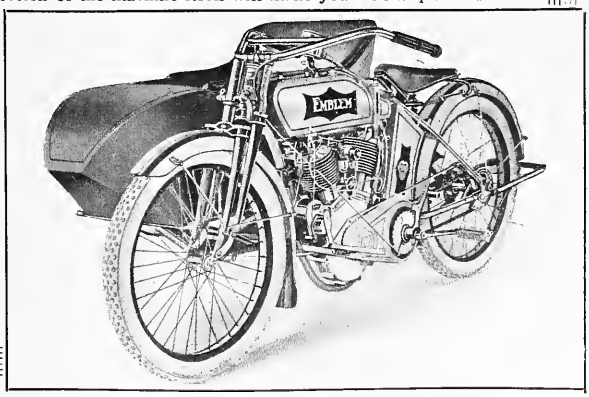

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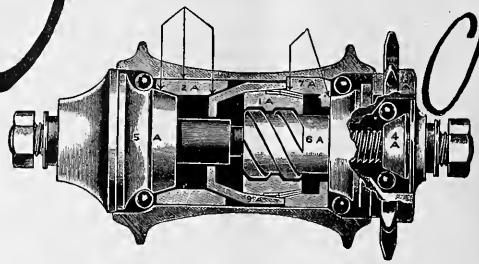

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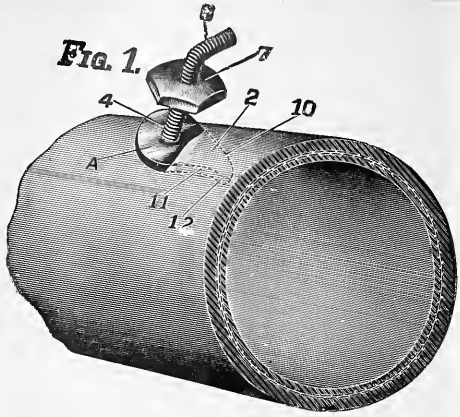

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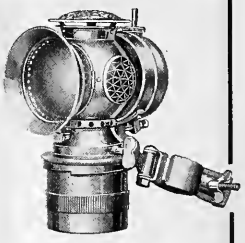

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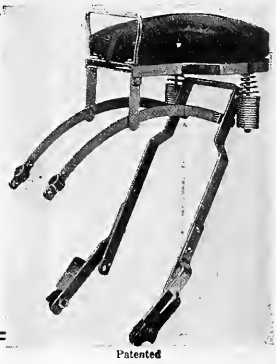

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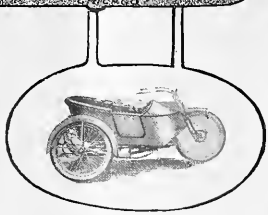

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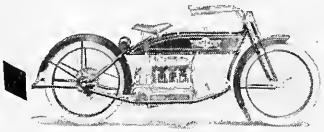

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Broadway at 58th Street, New York City

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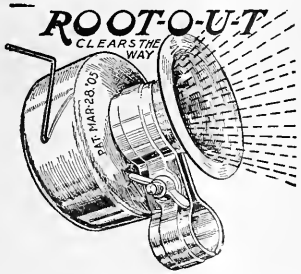


Bicycle Mechanical Operated Horn

No Batteries or Wiring required

Retails at

25 Cents

Ask Your Jobber or Dealer

The Seiss Mfg. Co., 431 Dorr Street, Toledo, Ohio

GOOD NEWS TO ALL

THE BADGER BRASS MANUFACTURING CO. now furnish the

Shipp Handle Bar Lamp Bracket

as an Option on Solar Gas Lamps.

SPECIFY THEM

and Increase Your Lamp Sales.

WATT SHIPP
PATENTEE
SALEM, OREGON

STEVENS & CO.
DISTRIBUTORS
NEW YORK CITY

READING-STANDARD

Reading Standard Bicycles are guaranteed for three years, but their quality lasts longer. Investigate. A good proposition for live dealers.

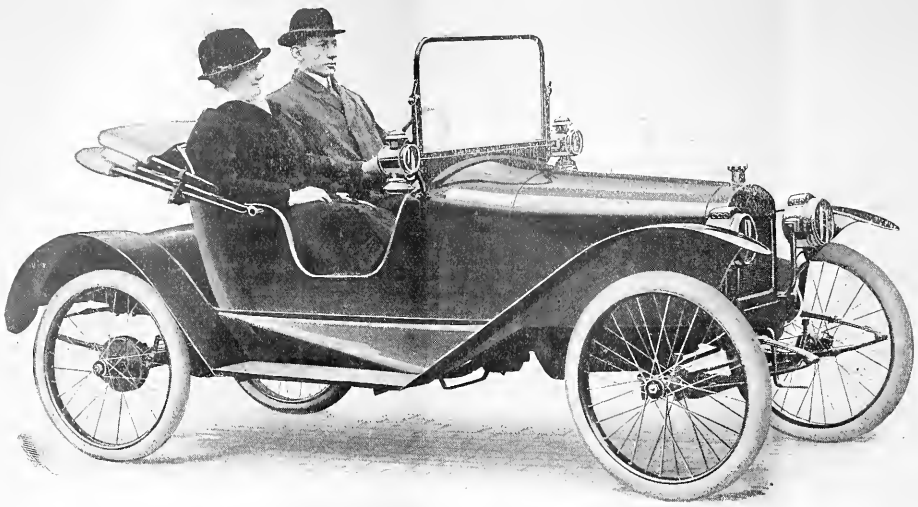
READING CYCLE MFG. CO., Reading, Pa.

SPROCKETS

FOR

BICYCLES-MOTORCYCLES

THE PARISH & BINGHAM CO.
CLEVELAND, OHIO



(Broadside View of Car)

ARGO
MOTOR-VIQUE

4-Cylinder Shaft Drive
2-Passenger

$295

F. O. B. Factory
Top Windshield, Headlights and Generator Attached, $20 Extra

"Cheaper than Carfare"

so say many delighted owners.

Think of it! Here's a good-looking, sturdy, durable and reliable motor-vehicle—at the lowest first cost, the lowest operating cost and the lowest upkeep cost in the history of the world. It is not a "cycle-car," full of freak notions, nor has it the complicated mechanism of an expensive automobile. It is a distinct type of vehicle, furnishing for the first time

Motor Transportation for the Millions

We didn't blow trumpets or beat drums before the Argo Motor-Vique was an accomplished fact. We have not promoted the idea, nor have we sought orders or selling contracts on the basis of what we hoped to accomplish.

We have put our money, and two years of the hardest kind of effort and experiment back of the Argo before we let a whisper of it get out to the general public.

For we had two problems to solve. First: to build a car to sell for less money than any motor-car had ever sold before. Second:—and this was far and away the hardest part—to build at such a price a car that would represent real motor transportation to millions of people unwilling or unable to pay more. When you examine the Argo you'll see how well we have succeeded—and we're content to rest on that.

The designers and inventors of the Argo (and it is covered by many patents) have been connected with the motor-car business practically since its inception.

The car originated in the workshops of Briscoe Freres, in Paris, France. In its first form, the Argo Motor-Vique was shown at the Paris Salon in October of 1913. It was the sensation of the Show. During the seven days in which it was exhibited purchase offers were made for over 3,700.

The war, of course, held up European developments, but the work in the United States has been pushed forward as rapidly as the building of special machinery and the perfecting of manufacturing details would permit. The factories at Jackson are now equipped to produce 40 cars a day.

Enormous Market

It requires little thought to see that the Argo Motor-Vique has a sales field the like of which no motor-vehicle ever approached before. No such opportunity for big volume of business and sure profits has ever been offered to the dealer. It is no exaggeration to say that there are a million prospective purchasers—and the car will be nationally advertised.

Automobile, Motorcycle, Implement or Hardware Dealers Wanted Everywhere

As quickly as possible we want nation-wide reputation for the Argo Motor-Vique. There's no need to dwell any further upon its possibilities for the dealer—your own common-sense will tell you more than we could say.

So, it's going to be a case of "first come, first served." Write or wire in what territory you want and what you are now doing. Figure your allotment on a basis of one car per year for every 250 of population. For that is approximately what we shall ask you to contract for.

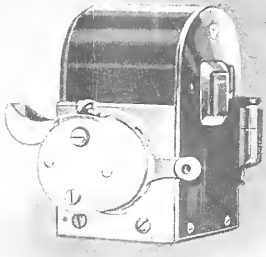
But get busy. Eliminating all "hot air," this is the chance of a lifetime for a live man.

Specifications

MOTOR: Briscoe Freres L-head type; 2 5/16 x 4; 4 cylinders cast en bloc; 3-point suspension. COOLING: Thermosyphon system, standard honeycomb radiator. CLUTCH: Internal cone type, leather faced. TRANSMISSION: Sliding gear, two speeds forward and reverse. AXLE: Front, I-beam; rear, Argo special. DRIVE: Shaft, through universal joint. BEARINGS: Ball bearing complete from engine to wheels. SPRINGS: Full elliptic, front and rear. BRAKES: External contracting. CARBURETION: Standard automatic type. LUBRICATION: Self-contained constant-level splash system; sight gauge on dash. IGNITION: Timer distributor of great battery economy, suitable in quality for a $3,000 car. FRAME: Pressed steel channel. WHEELS: Wire, clincher rim; 90-inch wheelbase, 44-inch tread. TIRES: 28-inch. CONTROL: Single pedal, spark and throttle on steering column. BODY: Dark finish, two-passenger; seat 24 x 42 inches; leg room, 38 inches. GASOLINE: 6-gallon tank; gravity feed to carburetor; 35 to 40 miles per gallon; speed 5 to 40 miles per hour. EQUIPMENT: Two side oil lamps, oil tail lamp, horn and tools. Headlights, top, windshield and generator attached, $20 extra.

ARGO MOTOR COMPANY, Inc. Jackson, Michigan

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

"A Blaze of Glory"

just expresses the entrance of the DIXIE MAGNETO into the motorcycling world—its ready acceptance as standard equipment by the largest manufacturers and its triumphant vindication in the season's classic, Savannah's 303 Mile Grand Prize Road Race.

It was a record-breaking accomplishment for every motorcyclist when the manufacturers insisted upon DIXIE magnetos as an important feature of 1915 offerings and when Lee Taylor rode his DIXIE equipped ***Indian*** to glorious victory.

And it is a record-breaking instrument in construction as well as in performance—an instrument by which every motorcyclist becomes a magneto expert for all practical purposes immediately he possesses one.

All the mysteries and complications of customary magneto practice have been swept away by the new instrument of the Splitdorf Electrical Company. The simplicity of the DIXIE is itself a record-breaking feature and puts the magneto in a class of superiority entirely its own.

Why not get acquainted with the DIXIE MAGNETO in detail? An illustrated booklet will be sent or freely given upon request.

SPLITDORF ELECTRICAL COMPANY

ATLANTA	10-12 E. Harris St.
BOSTON	1119 Boylston St.
CHICAGO	61-72 E. 14th St.
CINCINNATI	811 Race St.
DALLAS	402 S. Erray St.
DAYTON	427 East 3rd St.
DETROIT	972 Woodward Ave.
KANSAS CITY	1827 Grand Ave.
LONDON	
LOS ANGELES	1215 S. Hope St.
MINNEAPOLIS	34 S. 8th St.
NEWARK	290 Halsey St.
NEW YORK	18-20 W. 63rd St.
PHILADELPHIA	210-12 N. 13th St.
SAN FRANCISCO	1023 Geary St.
SEATTLE	1623 Broadway
TORONTO	469 Yonge St.
BUENOS AIRES	

How An Iowa Dealer Lost Out

FOR six weeks he had been considering taking on the Smith Motor Wheel. One day he saw a crowd in front of his competitor's store. He "rubbered" over the heads of the crowd and saw at the curb a

"Let's Go Motorwheeling"

The Smith Motor Wheel weighs less than 50 pounds, can be attached to or detached from any bicycle in a few moments, runs 20 miles an hour – 80 miles on a gallon of gasoline.

Smith
MOTOR WHEEL
"The Bicycle Booster"

It had just arrived. This dealer saw three sales made while he stood there and finally he walked away kicking himself. The Smith Motor Wheel

Draws the Crowds—and Sells

That's why we have from 3 to 10 applications for the agency from every town. There were over fifty applications from Chicago alone.

There is still plenty of open territory and we invite applications from responsible, well-established dealers who will state in application makes of bicycles and motor cycles handled, volume of business done, etc.

The Smith Motor Wheel is fully protected by patents in the U. S. and foreign countries.

MOTOR WHEEL DIVISION "S"

A. O. SMITH COMPANY

Sole Manufacturers and Distributors

MILWAUKEE, WISCONSIN

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, December 22, 1914 | Ten cents a copy Two dollars a year

Building Up A Business To Stay Built

The dealer cannot progress unless the motorcycle he handles also progresses.

There is no profit in representing a product which does not carry with it the assurance that it will be a money-maker tomorrow as well as today.

No dealer can afford to build up a business that will not stay built.

PERMANENCE and GROWTH—the two big business builders — have always characterized the Indian dealer proposition.

We could fill the pages of this entire publication with stories of men who, from a small start, have grown into prominent merchants, substantially well off—men who have realized their ambitions through the Indian.

They have made good because they are big, able men in the first place and because, in the second place, they are connected with a machine that in all its 14 years' history has never experienced a reversal of its leadership.

Sound financing gives the Indian tremendous manufacturing and sales-resources. Aggressive advertising stimulates sales-volume. Liberal dealer-policies bring sales-success.

Build up an Indian business for once — and you have a good business for good

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

Two Important Show Issues!

January 5th and January 12th

Covering the New York Show

USE BIG SPACE IN THE

The Bicycling World Founded 1877
and
Motorcycle Review

Reach the Big Buyers by using the paper which is most read by the leaders of the industry—

No extra price in these Two Show Issues in spite of

Extra Circulation

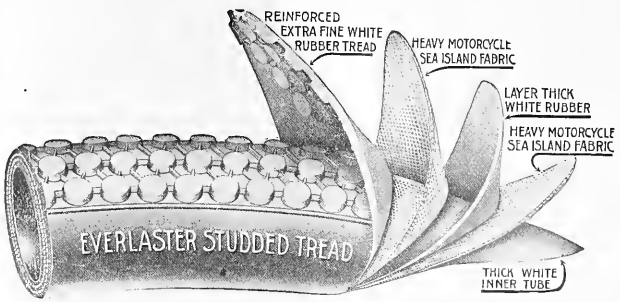
Reservations being made now.

How Much Space Can You Profitably Use?

Let us have your cuts and copy now—or we will write the copy from your data.

BICYCLING WORLD and MOTORCYCLE REVIEW

239 West 39th Street, New York



Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

A REAL SENSATION!!

SEE

SPACE D-127 TO 131

NEW YORK SHOW

JAN. 2ND - 9TH 1915

FOURTH FLOOR OF...

GRAND CENTRAL PALACE

LEXINGTON AVE. & 46th STREET

Please mention this publication when writing to advertisers

The Bicycle Tire Sensation of the Year

In less than one year Goodyear-Akron Bicycle Tires have made a name for themselves not held by other tires sold at higher prices.

Their coming has solved a host of dealer problems. They have enabled dealers everywhere to compete with inferior tires and yet offer a bicycle tire of genuine Goodyear quality, and at a price that meets the others on their own ground.

They carry the guarantee of The Goodyear Tire & Rubber Company, the highest mark of confidence that any tire could have.

The same Goodyear standard of quality governs their making as governs the making of the Goodyear Automobile Tires and Goodyear Motorcycle Tires, which have won and held first place in their respective fields.

GOODYEAR AKRON Bicycle Tires

New Quality—New Price

Master methods, equipment and output alone are responsible for this new bicycle tire value. At the great Goodyear factory up to 10,000 pneumatic tires are produced daily. That means minimized manufacturing costs and, in turn, the high value and low price of these bicycle tires which so truly have taken the country by storm.

Made in 28x1½ Smooth Tread and 28x1⅜, 1½ and 1⅝ Non-Skid. Smooth Treads retail at $2.48 each. Non-Skids, $2.75 each.

More Sales Mean More Profits

Dealers who sell Goodyear-Akron Bicycle Tires are making more money through increased *aggregate* sales. Advertising month by month in magazines read by over twenty million families is creating a country-wide demand. Some dealers who had not intended ordering until next year have ordered now, owing to the demand resulting from this advertising. And from all quarters reports are being received of enthusiastic customers won by this new value and low price.

Free Dealer Helps

To help dealers in the sale of Goodyear-Akron Bicycle Tires, as well as in every department of their business, The Goodyear Tire & Rubber Company has published a big 32-page book containing 88 new ways to new business. This book pictures and describes the Selling Helps that go to Goodyear-Akron dealers. These Helps range from ready-to-use advertisements, arranged to carry the dealer's name and address, to signs, caps, buttons, blotters, calendars, selling ideas, etc.

Ask for a copy of this book. Use the coupon. Asking for it involves no obligation on your part whatsoever—no expense. Send for it today and so learn what a truly wonderful opportunity awaits you in Goodyear-Akron Bicycle Tires.

THE GOODYEAR TIRE & RUBBER CO., AKRON, OHIO
Makers of Goodyear No-Rim-Cut Automobile Tires

The Goodyear Tire & Rubber Co.
Dept. 228, Akron, Ohio

Send me, without charge or obligation on my part, book, "New Ways to New Business." Also send me dealer's proposition on Goodyear-Akron Bicycle Tires.

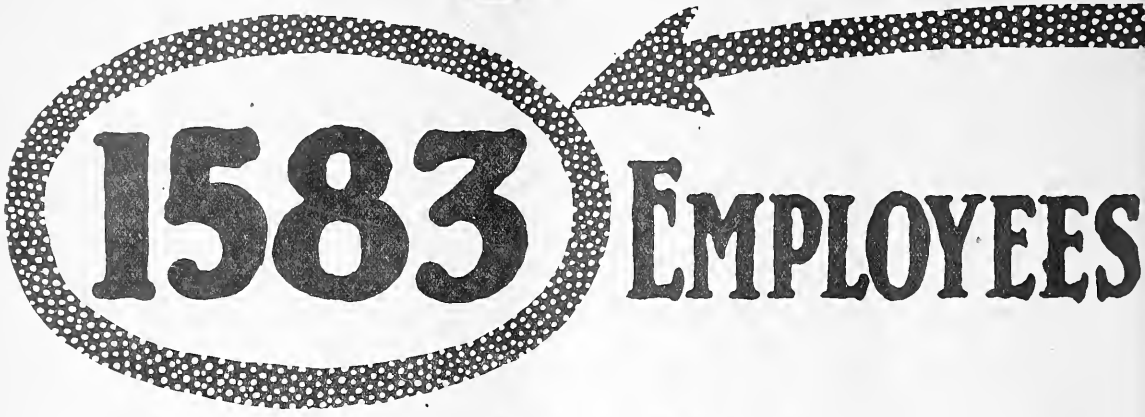
Name _____

Line of Business _____

Address _____

_____

Harley-Davids



SATURDAY DECEMBER 12, 1914

1274 EMPLOYEES

SATURDAY DECEMBER 13, 1913

Harley-Davidson progress has been possible because Harley-Davidson dealers have been successful, and they have been successful because the Harley-Davidson motorcycle itself has *delivered the goods.*

Please mention this publication when writing to advertisers

on Progress

E. S. MOODY
"The Motorcycle Man"

Glencoe, Minn., Nov. 30th, 1914.

HARLEY-DAVIDSON MOTOR CO.,
Milwaukee, Wis.

Gentlemen:—Your inquiry of the 24th inst., as to how I liked my 1915 three-speed twin and how it seemed to take in this locality, was waiting upon my return from a trip in the southern part of the state.

This trip of 98 miles (one way) was made with the side-car, and my wife and two sons accompanied me, which with baggage made up a very good load to try out the new machine. In behalf of myself I wish to say that there is as much difference between the 1915 three-speed and the 1914 two-speed as there is between the 1914 two-speed and the 1913 single cylinder one-speed; this may seem like a wide comparison but I feel that the three-speed sure is a wonder in every sense of the word. Around Mankato there are several pretty steep hills and on these hills it used to make the 1914 two-speed hustle to eat them up, but with the three-speed it was not at all necessary to use low with the three-speed it hills on second speed without a murmur, and as for speed there seems to be no limit to it. We made the trip of 98 miles in 3½ hours, making the last 30 miles by lamp light.

As to how the 1915 three-speed took with the boys is best expressed thus: "Hats off to the Three-Speed Twin." In other words, the boys are simply going "dippy" over the 1915 line. Nearly every rider in this community that has seen the three-speed now has his machine for sale at a very low price in hopes that he can ride a 1915 in the spring.

Taking all-in-all, the general make up of the 1915 Harley-Davidson certainly can't be beat.

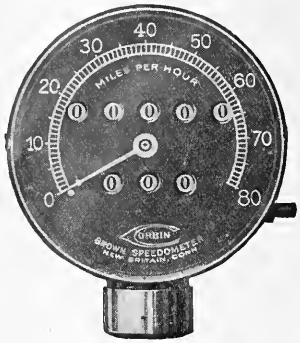
Very respectfully yours,
(Signed) E. S. MOODY.

Harley-Davidson Motor Co.

Producers of High Grade Motorcycles for Nearly Fourteen Years

Milwaukee, Wisconsin, U. S. A.

Please mention this publication when writing to advertisers



The

CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

Quality

In material, workmanship and design the Corbin-Brown Speedometer is characterized by the same high standards of quality which for years have stamped all products of the Corbin Screw Corporation as thoroughly dependable. Neither time nor money have been spared in making the Corbin-Brown Speedometer exactly what a speedometer should be — accurate and durable. It is fully guaranteed. Our catalog illustrating numerous styles and models will be sent immediately upon request.

Will exhibit at the New York Automobile Show, Jan. 2 to 9, inclusive. Space C-102, 3rd Floor.

THE CORBIN SCREW CORPORATION
THE AMERICAN HARDWARE CORPORATION, Successors
NEW BRITAIN, CONN.
BRANCHES: New York Chicago Philadelphia
Makers of Corbin Brakes and Automatic Screw Machine Parts

The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX New York, December 22, 1914 No. 14

The Week's News : : at a Glance : :

Philadelphia to Hold Exclusive Exhibition
Elaborate Decorations for New York Show
War Does Not Affect Australian Racing
Cycling Stars to Compete in Madison Square Garden
Miami Mystery Still Unsolved
Trade News from All Parts of the United States
News Of and From the Clubs

SPECIAL FEATURES
Adventures of John Prospect
What R. S. Woods Has Done in One Year
Touring Colorado's Mountain Peaks
New Design in British Models

Peering Through Palace Doors

Magnificent Decorations to Enshroud New York Show Displays on Every Floor—A Persian Palace

When the first of the great crowd surges into the doors of the magnificent Grand Central Palace on January 2nd of the new year, they will witness a display scene that will be a step further than anything of the kind ever attempted.

First, as they enter the doors, they will see not the usual lobby, but a chamber altered into a California garden, doubly appropriate at this time when preparations are being made for the Panama-Pacific and San Diego expositions. The scene of the lobby is unique. It is to form a pergola with mirrored walls, thereby appearing several times its actual size. The electric light fixtures, always ornamental in the Grand Central Palace, will be in the shape of tulips. Bay trees will stand about the columns which are to be covered with latticework and creeping vines.

When the visitors to the booths of the motorcycle manufacturers have passed the lobby they will find themselves in the midst of the car exhibits, which are to take up three-fourths of the available space at this great exhibition.

Under the auspices of the National Automobile Chamber of Commerce and the management of S. A. Miles, the splendid interior of the Palace will be transfigured. The scheme of decorations is to be Persian, and the whole interior will be made into a Persian palace, so that you would expect to see old man Omar Khyyam himself come around a corner and say "a jug of wine, a loaf of bread and thou," or see Caliph Haroun Al Raschid curled up on an ottoman smoking a naghyle. That is what Mr. Singer, to whom the management has been intrusted, says.

Do you know what the walls are to be like. Well, just about 50,000 square feet of mirrors—enormous pieces of crystal, some of them measuring 10 x 7 feet, and

interspersed with sunbursts on the main floor. Persian draperies are to be seen in portions of the entire building, and Oriental cartouches and hangings will adorn the upper half of the white marble pillar. The floor will be carpeted in green.

Is there to be a court, as in a real Persian palace? There certainly is—a magnificent one, decked with garlands of roses and wistaria, showing brilliantly among green foliage and ivy. Several mammoth crystal chandeliers will hang from the ceiling and the glow from these will be as Omar says, "a bowl of light that sets the stars to flight!"

Large plaster figures of "Motoria," the spirit of speed, will represent the spirit of the great concourse of power-driven vehicles, four-wheel and two-wheel, and the accessories that help to make them the greatest factor in the industrial development of the world.

The motorcycle and accessory exhibitions will be mainly, if not entirely, on the fourth floor.

This floor will be dressed in a special manner.

WHO'S WHO IN THE WIGWAM AT THE NEW YORK SHOW

Occupying the largest space in the motorcycle section, the exhibit of Indian motorcycles at the New York show in Grand Central Palace next month will be a duplicate display of the Chicago show models and parts. This year the Hendee Mfg. Co. has taken more space than ever in the past for a New York show.

Indian headquarters again will be at the Hotel Manhattan, Madison avenue and 42nd street, and but a few minutes from the Palace. In command of the show staff will be Sales Manager F. J. Weschler, who will be assisted by E. M. Jackson of the factory sales department. The following field representatives from Eastern territory will be on duty at the exhibit: John McDowell, H. H. Noyes, E. A. Robertson and F. C. Coolidge, as also will Oscar Brandt, of the motorcycle department of the New York Sporting Goods Co., metropolitan distributers. G. W. Sherman and J. J. O'Connor of the factory advertising and publicity departments also will be on hand.

Among the visitors from the factory during show week will be President George M. Hendee, Vice-president Clarence A. Earl, Purchasing Agent H. C. Shaw, Works Manager R. W. Ellingham and Charles Gustafson and E. B. Jacobson of the engineering department.

The installation and supervision of the exhibit will be under the direction of Howard O'Brien of the factory.

CHANCE TO SELL SOME MACHINES TO RUSSIA

So Says Consul at Batum, Who Writes That the Opportunity Is at Hand to Introduce American Motorcycles When Danger of Requisition Is Passed

Russia is seeking new markets, according to Consul W. F. Smith, of Batum, Russia, and there seems to be an especially good opportunity of disposing of motorcycles in that country. The consul says in his report:

"American manufacturers have an open market in Russia. The country is not only obliged to seek new sources from which to draw its imports, but is also called upon to readjust its centers of distribution and its channels of trade. A large share of Russia's import trade will remain permanently in the hands of those manufacturers who can immediately introduce articles hitherto furnished by the countries of Central Europe.

"The time is particularly favorable for the introduction of motorcycles, as practically all of those in the country have been requisitioned for military purposes. As soon as the danger of further requisitions has passed the demand for this class of motor vehicle will be necessarily great.

"It must be noted that neither dealers nor the public will buy from catalogs and they are not willing to wait the length of time required to bring a motorcycle out from the United States. The duty on motorcycles is $10.30."

Sporting Goods Co. Get Smith Wheels

The New York Sporting Goods Co., with headquarters in 17 Warren street, New York city, have secured extensive territory as representative of the Smith Motor Wheel, manufactured by the A. O. Smith Co., of Milwaukee, Wis., and will handle the product throughout New York state with the exception of Erie and Niagara counties, and throughout the States of Connecticut and Florida. The two New York state counties not controlled by the Sporting Goods company are in the territory assigned to the Haverford Cycle Co., as told a few weeks ago in Bicycling World and Motorcycle Review.

The New York concern has organized a department to be known as the Motor Wheel department and placed William (Billy) Cahn in charge as manager. Cahn will be located at the Warren street store when not on the road.

Continuing the placing of distributing points the Smith company has assigned the territory of Central Indiana to the G. H. Westing Co., of Indianapolis. The Hall-Williams Co., of Minneapolis, Minn., have obtained the distributing agency for the States of Minnesota, North and South Dakota and the northwestern part of Wisconsin.

G. C. Harwood, who has stores in Marion and Anderson, Ind., will be the Smith representative in Grant and Madison counties in that state, and G. A. Beard & Co. will be the representative in Evansville, Ind., and in four counties in the southwestern part of Indiana.

Trade in the South of Ireland

A correspondent writes: "Agents in Dublin, and, indeed, in the South of Ireland generally, have had an excellent season.

"Upto the beginning of last August bicycles and motorcycles were selling freely, and even, latterly, within the past fortnight, a number of firms have experienced a revival in their sales departments. Practically all through the year repairs have been brisk, and most of the work-shops are still busy, although a number of them are understaffed as a result of the war. English commercial travelers just returned from business trips in the South of Ireland are very well pleased with the result of their journeys, which, they say, are very much more satisfactory than their experiences on the other side of the channel. The Dublin dealers, too, seem to be very well pleased with the past season, and some of them are very busy at the moment."

Cochran to Manage San Diego Agency

Neal Cochran, for several years manager of the sales department of W. H. Whitesell, Excelsior distributer in Los Angeles, Cal., and who retained the same position with Girton & Hoffer when that firm took over the Excelsior agency, has connected with the Excelsior motorcycle agency of San Diego, Can., and will be in charge of that concerns' business after January first. The Excelsior agency will be located in a new building in the heart of the business district of San Diego, at the corner of Broadway and 10th street. As soon as he gets the business running smoothly Cochran will establish a reading and rest room for his patrons and will supply them with the trade papers and daily press.

Carl Goudy, the famous Excelsior racing man, who formerly was agent for that machine in Fairbruy, Ill., will join the selling force of Girton & Hoffer and will travel in New Mexico, western Texas and Arizona.

PHILADELPHIA MAY SEE EXCLUSIVE SHOW

Continental Roof Garden Selected for Motorcycle and Accessory Exhibition to Be Held in February—Tentative Plans Provide for 40 Booths

While the date has not been positively determined it is probable that Saturday, February 13th, will be the opening day of the first exclusive motorcycle and accessory show to be held in Philadelphia, Pa. The exhibition will be held on the roof garden of the Continental hotel, at 9th and Chestnut streets, and will be open for one week.

The space will be divided to accommodate 40 exhibitors and if the plan meets with the encouragement which is hoped for by Manager F. W. Borgman, an adjoining room can be secured for exhibitors who decide to come in after the original spaces are assigned. Each space will be 10 x 7½ feet.

The management plans to have the garden attractively decorated and an orchestra will be in attendance each day. Exhibitors will be given 100 tickets for distribution among their friends and patrons and aside from these complimentry tickets all admissions will be paid for. Those wishing to communicate with the manager can reach him by addressing 2072 East Sergeant street, Philadelphia, Pa.

Philadelphia Dealers May Organize

It is reported that the motorcycle and accessory dealers in Philadelphia are again planning to organize a protective and trade association to deal with all subjects which have to do with the local industry. Nothing definite has yet been agreed upon but it is probable that the association will come into existence early in the new year.

Brier to Reach Home This Week

William (Bill) Brier, who was injured in Savannah while "tuning up" for the 300-mile race, held in that Georgia city on Thanksgiving Day, has so far recovered as to be able to leave the hospital and visit friends in the vicinity. He recently called on Gus Castle, manager of the southern branch of the Harley-Davidson Motor Co., in Atlanta, and in speaking of his accident said that the last thing he remembered before recovering consciousness in the hospital was stooping over to make an adjustment of his carburetter.

Brier's accident occurred on the Saturday preceeding the race and was caused by a dog running on the course directly in front of him while he was riding at about 70 miles an hour. He hit the dog—and was carried to a hospital. He is expected to return to his home in Milwaukee, Wis., this week.

Russia Commandeers Indians For War

How quick the Russian War Office recognized the value of motorcycles for operations in the field is evidenced by their seizure of all the Indians in Moscow at the outbreak of hostilities, as detailed in the following interesting excerpt received by the Hendee Mfg. Co. from its Moscow representative:

"When the government requisitioned the motorcycles in Moscow, first of all the Indian machines were ordered out. I look forward to a large business the coming season, as not only were my stock of Indians taken, but Indians in the hands of private owners were also requisitioned."

Ohio to "War Tax" Motorcycles

According to the ruling of B. E. Williamson, Revenue Collector in Columbus, O., all applications for the registration of motorcycles under the law of that state will have to bear a 10-cent war tax stamp. This will mean an additional fee of 10 cents on all motorcycle licenses for the year 1915.

The new tags will be ready for distribution the first of the year.

Columbus to Increase Police Squad

As a result of the efficiency of its motorcycle squad the city fathers of Columbus, O., have decreed that the number of police motorcycles shall be increased next year. Local agents are bending every effort to show that their respective machines are the best for police requirements and all the dealers expect to submit bids when they are called for.

Diamond Names Iowa Distributer

The Diamond Rubber Co., Akron, O., has made the Diamond Tire & Repair Co., Des Moines, Iowa distributer of its products; this city was chosen because one-day freight deliveries can be made to practically the whole state. Harry C. Carr and Arthur C. Corning are the proprietors.

Bay State Riders Must Carry Plates

To meet the requirement of the law passed in the last session of the Massachusetts legislature, the State Highway Commission has had made some license plates similar to those used on automobiles, but smaller, which will have to be carried by motorcyclists next year instead of the small seals which were the requirement heretofore.

The new plates are 7½ x 3½ inches and will contain the motorcyclist's number. They are to be fastened to the front and back of the machine and must at all times be so carried that the number is exposed.

Fire Guts Elyea-Austell Building.

As a result of a fire which did damage to the amount of about $10,000, the building occupied in Atlanta, Ga., by the Elyea-Austell Co., jobber in motorcycle accessories and general sporting goods, was gutted on Wednesday last, 16th inst. The origin of the fire is not known, but the loss is covered by insurance. The company already is arranging to resume business in a new location.

Cleveland Bicyclists Organize Club

Bicyclists in Cleveland, O., met last week and organized the Victor Bicycle Club. The following officers were elected: President, Walter Schierbaum; secretary-treasurer, Victor H. Lister; captain, W. D. Schierbaum. For the present the headquarters of the new organization will be in the bicycle store of T. Lister, at 2685 West 25th street.

Bicycle Store Opens in Fort Worth

Under the style Anderson's Repair Shop, a bicycle store has been opened in Fort Worth, Tex., by C. H. and D. H. Anderson, at 605 Penn street. The establishment will be under the management of C. H. Anderson, a local bicycle racing enthusiast, and the store already has been selected as the headquarters of the Panther Cycle Club.

Lock Haven to Have New Concern

G. F. Loder, Lynn Schuyler and Harold Fredericks have formed a company and under the style Auto Supply Co., will open a store in Lock Haven, Pa., and deal in motorcycles, supplies and accessories. A complete repair department, equipped with modern machinery, will be connected with the store and will be in charge of Fredericks.

Tonjes to Head New England Wheelmen

At a meeting of the New England Wheelmen, held at the clubrooms, Friday night, the following officers were elected to serve during 1915: President, C. H. J. Tonjes; vice-president, Benj. Boyes; treasurer, D. J. McIntyre; secretary, George Polacsy; captain, John Boyes; sergeant-at-arms, James Papesca.

A large turnout of members made the nominations and voting spirited.

The club will hold the usual New Year's Day race to Pelham Bay Bridge and return, starting in front of the clubhouse, No. 9 Jerome avenue, Bronx (162nd street), at 10 A. M., regardless of weather conditions. There are seven valuable prizes on the list.

From a Soldier in the Allied Armies

The following letter from Alex Brash, a brother of Daniel M. Brash, Harley-Davidson dealer in Glasgow, Scotland, to Homer C. Garner, manager of the export department of the Harley-Davidson Motor Co., in Milwaukee, is self-explanatory and shows the enthusiasm with which the enrolled men of the army look forward to serving their country and riding into the shadow of death or to death itself. There is a world of pathos to be found in that last word—"maybe."

First London Machine Gun Battery,
Lord Lyveden, Commanding.
Wembley Hill,
Nov. 24th, 1914.

My Dear Homer:—

I fully intended to enclose my photo in this letter, but they were not just ready. I have a twin Harley-Davidson with a Lewis machine gun hitched onto it, and by Gee, I fully expect to hit the Germans hard, if I get a chance. I enrolled in the 1st Battery so I'd be sure to get in. It's great—you can imagine a charge of 66 Motor Bikes. Gun fires 750 shots per minute. Wow! We leave soon for the firing line, and you'll hear from me again—Maybe?

Alex.

Gunner—Brash
1st Battery Motor Machine
Gun Service, R. F. A. Wembley Hill
No. London, England

New Officers For San Francisco Club

At a meeting held on December 7th, the New Century Wheelmen of San Francisco, Cal., held a semi-annual election of officers for the December-June term. The following officers were chosen: President, Al Greeniger; first vice-president, Robt. White; second vice-president, Earl Hancock; recording secretary, L. Drury; financial secretary, H. Campbell; treasurer, A. J. Boerner; captain, Hans Ohrt; sergeant-at-arms, R. Welch.

Another Dealers' Show in San Francisco

Following the interesting and increasingly popular custom of holding dealers' exhibits in cities where no big show is held, the Indian tepee in San Francisco exhibited the new models recently. Riders and their friends came in numbers to the store.

MIAMI SECRET STILL REMAINS UNSOLVED

All Sorts of Rumors Coming from Everywhere Concerning Middletown Secret—One Report Says "Mystery" Is a Sidecar With Its Own Power Plant

The mystery thickens. The "What-is-it?" in the Miami factory in Middletown, O., still is unproclaimed. Various rumors are in circulation. One is to the effect that the surprise of the show will be revealed in an exceedingly light weight single which is to be sold for one dollar per pound. Another story has it that a speedy twin will be turned out for racing purposes and the price of it will be based on one-hour trial tests. Three dollars will be charged for each mile covered during the 60 minutes. If the machine does 80 miles the dealer will sell it for $240. The sales of these machines will be restricted to riders who already have made track reputations and applications from novices in the racing field will not be considered.

If there is any truth in the foregoing plan it shows that the Miami people are taking a leaf from the book of experience written by the famous Herreshoff, builder of yachts, who at one time designed and built a number of fleet runabouts which were sold for $1,000 per knot, as developed on the final trial trip.

A statement made by one who should know, though maybe he doesn't, is that the Miami creation is not a motorcycle at all, but is a sidecar with power plant contained in it. Through a simple means of attachment the control of the third-wheeler is carried to the grip of the motorcycle so that the operation of the sidecar power plant is in the hands of the motorcyclist. The car is intended for use with single-cylinder machines of limited power, the report states.

In fact, that part of the country commonly known as the Middle West is rumor ridden as a result of the Miami secret, and that section is not alone in its conjectures. From all parts of the United States come evidences of interest that has been aroused by the manufacturer of Flying Merkel motorcycles and from the Far West came the statement that the disclosure will be a four-cylinder model on which the factory has been working for three years. This latter rumor is not believed, however, as it would have been almost impossible for the secret to have been kept for so long a time.

These are but a few of the rumors that are spreading from day to day. All sorts of wild reports are being circulated. Some have it that a starter on entirely new principles has been developed. Others say a revolutionary three-speed or four-speed gear has been perfected with shifting mechanism adopted for foot operation. A report which has gained considerable headway states that the mystery will be found in the adoption of a new carburetter, which vaporizes kerosene as well as gasolene and may be used with other fluids when neither of these are at hand.

Whatever it is it still is a mystery and there is little likelihood of the answer being found before the opening of the New York show.

A large crate carefully concealed is being shipped from the factory, and the utmost care is taken to preserve its secret.

Private officers are said to be on guard until the show opening.

Interior of store of C. W. Jacobs, Excelsior distributer, Hastings, Nebraska

Builds Up Flourishing Trade in One Year

Trenton Harley-Davidson Dealer Started During the Dull Season a Year Ago in the Face of Keen Competition—Keeps Hustling All the Time and Gets Many Winter Prospects

Suppose as an almost total stranger in a town of 110,000 inhabitants, which was already witnessing lively competition among cycle dealers, you decided to get your business wedge into the trade and opened a little store about a year ago. The outlook would hardly appear bright to you and you might expect to take several years before building up a flourishing business. Suppose still further, that at the end of the first month your total receipts were just $51. Not very encouraging, is it? But you grit your teeth and plug away. Then, when the heighth of the season comes, you find your income rapidly increasing and that in one month you took in $5,000 and another month totaled $7,000. Wouldn't that make you feel like dancing with joy?

Has New York Business Ideas

Well, that's just what happened to Woods, the Harley-Davidson dealer of Trenton, N. J. R. S. Woods started in business a year ago last month and opened a little store on the outskirts of the commercial district. He came from New York and he had New York ideas about running a business. He wasn't in his little establishment for many weeks before it became necessary for him to seek larger quarters, and then he planted himself right between two old dealers who had been catering to Trenton's cycling enthusiasts for years.

The first month wasn't the kind to stimulate ambition—it would have taken the heart out of any man not of the Woods type. But he kept on with real American persistence and aggressiveness, sought prospects wherever he thought they might possibly be found, and fought an effective campaign, which received impetus as the month rolled by, and the dollars kept on rolling over the counter. He made good. When the last day of November came round and Woods figured up the month's business he found that he had rung up on the register over $1,000, as against $51 for the same period a year ago. During the year he had sold more than 60 machines, 1 motorcycle truck and 11 sidecars, in addition to several bicycles and a large number of accessories and made many repair jobs.

Woods' store, which is located right in the midst of large business houses, has a splendid show window and runs very deep. In the rear, where the repair-shop is situated, is a large skylight which throws an abundance of light into the room and brightens up the entire store.

R. S. Woods

One lone Harley-Davidson motorcycle is all that was stationed in the window, which was covered on top by a prominent 1915 announcement painted in black and red, the important words receiving emphasis by the latter color. In the interior of the place were a number of new models, a cycle car and a few stored machines, besides a bicycle rack, another for tires and an accessories show case.

When I entered the store Woods was busy with the repairman examining an old machine. He immediately came forward to greet me and as soon as he found out that my business was an interview he appeared eager to speak about his first year's experience.

Well Qualified to Be a Salesman

R. S. Woods is the kind of man who might best be described as a "live wire"—one that puts plenty of thought into his activity. This, together with the fact that he is congenial, makes him a very agreeable person to meet.

"I started in a small place down the line," he began after lighting a cigarette. "But I wasn't there long before it became necessary for me to locate here and I guess I've got enough space to last me for a few years to come."

"Why the change?"

"After some weeks in the first store I found myself cramped for room. Business kept on increasing with such rapid strides that it was a case of augmenting space or remaining one of the little frys. I worked hard during the winter months—the so-called dull season—and made it a pretty lively one."

Makes the Dull Season Lively

"How did you manage to liven up the dead season?" I asked, seeing that he was going to spring something good

"I hit upon a scheme which operated with splendid results." Woods smiled as that though passed through his mind. "I thought there was no reason in the world why I sould not be able to get hold of a good number of prospects. I got 30 possible buyers. This was my plan: If I found a man desirous of purchasing a motorcycle I suggested to him that he might pay me $25 down and then $3 or so a week, which was to go toward defraying the expense of a new model machine that I promised to deliver to him in the spring.

"I stipulated that at any time he could have all his money back on demand; that if when the day came for the delivery of the motorcycle he found that he did not care for the line I handle all of his money would be gladly refunded without any ill feeling. As I said before, I obtained 30 fellows who were willing to do this. I made 28 sales and only lost two."

"How do you get your prospects?"

"Through customers, factory inquiries which were referred to me, and through the people who come into the store. Whenever I hear that a man is in the market for a motorcycle I get after him pretty quickly. I find out where he works and take out a machine with a tandem seat attached to his office or shop just about the time the day's labors are over. I pick him up and ride the

prospect home and show him how much easier and quicker it is to get back to his house on a machine than by the trolley car."

"How do you manage to get a prospect to tell you where he works?"

"That really is a difficult thing to find out," replied Woods. "Sometimes it is even hard to get his name and address. But when a fellow comes in this store I do not speak motorcycles to him all the time. I try to win his confidence. I talk with him about his favorite sport or his occupation, and, by swapping experiences, I soon make a friend of him.

"Whereas he may have been unwilling to leave his card at the beginning of his visit to the store, before he leaves you will get him to have confidence in you. That's a mighty important factor—to make your customers feel that you stand for fair dealing and really wish to be a friend. Well, when I succeed in winning a man over in that manner, he readily hands you his name and address and in the course of your conversation it's not hard to find out where he works."

"Do you follow up with letters?"

Investigates All Prospects

"Seldom. Personal calls and demonstrations are the most effective ways of turning a prospect into a purchaser. The dealers here do very little personal calling and that's where I have an advantage over them when I go out and see a man myself. I'll see all kinds of prospects whether the chances of landing a sale are good or bad. Often I am fooled, for I find that the inquirer for a catalog is just Johnny Jones, age 12 years and perhaps 6 months, whose mamma wouldn't think of letting him ride a motorcycle. But in the long run I come out on top. In not going out to see prospects, good or bad, you may lose a lot of sales. It's always best to keep on the safe side."

"Do you take second-hand machines in part payment?"

"To be candid with you," Woods replied, looking critically at his cigarette, "I don't care much to take in second-hand machines and won't unless it is absolutely necessary. I do not as a rule repair them and observe no limit of any one make which I take in. Generally I make about 10 per cent profit on used motorcycles and sell them on time."

"Do you sell new machines on time?"

"Nearly eight-tenths of my business is done on the deferred payment plan. I don't hold to any strict rule regarding the amount of the initial payment. I first talk the machine and then feel a customer out in regard to the amount of money he can spare for the first payment. Seldom is the question of first payment an obstacle to consummating a sale. The weekly installments range from $3 to $5."

"Do you ask for references?"

"No. We just find out where the purchaser lives and look up his name in the local directory to see whether he really is an inhabitant of Trenton. A chattel mortgage covers the unpaid balance, so that, provided I can locate the machine I don't have to worry about getting it back."

An Interesting Species of Prospect

"Wal, I say, Mr. Woods, guess I'm agoin' ter go 'ome," interrupted a voice from the front of the store, just as I was formulating my next question.

I turned to see who it was, and could discern nothing but what appeared to be a bundle of old clothes perched on the spring seat of a used machine. Upon looking closer, I found that the bundle actually moved and continued to speak. There was a human being in it. A head stuck out on top which was decked by an old cap and an abundance of long yellow hair that nearly covered the ears. As the face came into view, the lips moved, repeating the words spoken before.

"All right," replied Woods, winking at me. "I'll see you tomorrow, old man."

"What in the world is that?" I asked in astonishment.

"Why, that's a prospect—a farmer prospect," laughed the Trenton dealer. "I expect to sell a machine to him in a short time, and have got him just to the point where I believe I will land a sale."

"He doesn't look," I said, hardly believing that the farmer could be much of a prospect, "as though he had the price of a newspaper."

"You're wrong there," objected Woods, "That fellow can afford a machine and he's going to get one—from me, too."

Prefers Farmer as Customer

"Are farmers good-paying customers?"

"Better than city people, and it's easier to sell machines to them—at least as far as Trenton is concerned, and I believe that the condition is general. In the first place, the farmer has not the amusements, such as movies, theaters, dances, etc., that city folk have, and therefore he appreciates more keenly the enjoyment to be had from a power-driven two-wheeler. This makes it easier to sell him a machine. In the second place, since the farmer lacks facilities for enjoyment, he does not squander his money like his urban brother. So that when the time comes to pay his installments he has the money ready for you. If I had my choice between selling to farmers and city fellows, I'd choose the farmer."

"Are your sidecar sales coming along well?"

"I sold 11 last year."

"Is there a large profit in repairs?"

"When I first started, I figured that the profits would be large. As a matter of fact I make about $20 a month on labor and the biggest item in repairs is labor."

"Give any discounts on what you sell?"

"I always charge list prices. With a machine I give a horn, but that's all. And when any defect occurs in the motorcycle which is covered by a guarantee I let the factory attend to its repair."

"Have you sold any delivery vans?"

"I managed to sell on truck. I say 'managed,' because it's as hard as the devil to get the merchants here to see the advantages accruing from the use of the commercial combination. They're such a conservative lot of men, they won't go into a thing until someone else takes the lead. But after I get a few of them running around I hope to find it easier to sell vans."

"Keep a good grade of accessories and clothes?"

Best Cheapest in Long Run

"I believe that I keep a better grade than most dealers, and I do this because, to my mind, the best is the cheapest in the long run. I follow this idea in buying clothes and things for myself, and it's not hard to persuade customers that good accessories and clothes are least expensive in the end.

"There is always a mighty big temptation for a dealer to overcharge for these and also parts. To preclude any possibility of a customer thinking that he is being overcharged I follow this plan: When a fellow comes in to buy, let us say, a new part, I ask him to look it up in the catalog, where the price is plainly marked. He sees the price, of course, and he knows whether I am charging honestly."

"Do you keep a full line of parts?"

"It isn't necessary. Some dealers boast about the fact that they have enough different parts in stock with which to build up an entirely new machine. That's poor business. Space here is worth money, and I will not fill it with parts that will just gather dust. In the beginning I made a few mistakes in buying parts, such as laying in about four oil tanks. There they are up on that shelf."

"Have you any subagents in your ter-

ritory to represent you in towns around Trenton?"

"I have several of them now. I make it a rule that to become one of my subagents a man must have sold at least three machines and he doesn't get any commission until he has sold that number. This is done to prevent fellows from getting a machine at discount from me under the pretext of acting as subagents. It is nothing more or less than a means of making them prove their sincerity."

What He Thought of Racing

In speaking of the sales he made during the year Woods was perfectly frank. He took out his day-book and as he spoke of the increase of one month over the other he permitted the interviewer to glance at the book and verify whatever he had said.

"Do you hold races in Trenton?"

"During the year we held a few on the local track. But they've done more damage to business than good. There were accidents to which the newspapers devoted columns. Racing can be made safe and it should. Next year I expect to have my own riders on the track."

"Track riding brings the dealer whose machine wins a large amount of publicity, especially in the papers. It pays him in the end, even if the expense is heavy."

Woods though originally a New Yorker, has certainly caught the hospitable spirit of Trenton, for when he finished his talk he accompanied me half way down to the railroad station and bade me a hearty farewell.

THANKS FROM DONOVAN FOR F. A. M. SUPPORT

Chairman Donovan of the F. A. M. Competition Committee Expresses Gratitude to the Racing Fraternity—National Organization Wants Safety First

Reviewing the months during which he has been in control of the Competition Committee of the Federation of American Motorcyclists, Chairman Donovan has written to Bicycling World and Motorcycle Review the following letter which is self-explanatory and interesting to all.

"Following my policy of always trying to give credit where credit is due. I wish to herewith thank the racing fraternity as a whole for the support they have given me during the past season in my efforts to eliminate outlaw racing and to purge F. A. M. racing of whatever disagreeable features it may have had.

"The racing fraternity have, with but few exceptions, come to realize that the restrictions placed on racing by the F. A. M. were done so for the protection of the rider himself, and not merely to prevent riders from doing something which to them might appear immaterial. The greater the experience of the rider the more he appreciates that such restrictions are the result of long and careful observation, with but one object in mind—the safety of the rider, so far as is possible.

"By bitter experience riders have learned that it does not pay them to participate in outlaw events, because of the lact of restrictions, lack of proper control and uncertainty of receiving prizes won; not to mention the bad repute in which they stand after such outlaw competition.

"Whether or not the above accounts for their refusal to participate in outlaw events, the fact remains that with but few exceptions the riders have shown steadfast loyalty to the F. A. M. and to F. A. M. principles during the past season; and I would consider it a personal favor if you gentlemen of the press would convey to the riders my sincere thanks and appreciation of their attitude during the past season, in the face of glowing offers to repudiate the F. A. M."

Easy Carrying? Watch This!

A Miller sociable on a Dayton

Annual Convention in Philadelphia, Pa., of the Haverford Branch Manager

Standing, from rear—Max M. Sladkin, Fred Winthrop, L. J. Kellner, C. M. Hobbs, Wm. Van Saun, E. C. Kircherer, L. C. Kellner, M. Bunkin. Seated—Jos Sherman, Jack Love, B. I. Wiesen, I. M. Strauss, C. H. Cross, W. B. Crozier, I. K. Steinberg, B. Craemer and Master Craemer. Seated at left—Ed. Smullen and Clinton Smullen

CYCLING STARS ENTER BIG ATHLETIC MEET

Cracks of the Metropolitan District Will Compete in Madison Square Garden, Saturday, December 26th—Eight Men Enter from Century Road Club Ass'n

Seldom before in the history of amateur bicycling has there appeared the equal of the following aggregation of stars in board floor competition: A. O. Lake, M. A. L. and National champion; Eddie Goodwin, the Irish-American Club's crack; Billy Van den Dries. William Wallner, William Eckrich, Walter Langren, the Bowker brothers and Edwin Gaffney.

These crackerjack riders will compete in a special two-mile scratch race, one of the feature events on the monster Save-a-Home Fund program of athletic sports. It will be held Saturday evening, December 26, at Madison Square Garden, under the auspices of the Evening Mail and Amateur Athletic Union.

Besides the stars, fifteen other good cyclists will answer the call of the starter, John McHugh. This will necessitate mile heats, and the lucky ones go after the prizes over the two-mile route. It is expected that the existing record for the distance will be smashed.

Lake deferred a trip to Montreal, Canada, in order to show in this worthy meet cause. Alfie is a corking skater and he had it all arranged to show the class in the mode of competition when he was informed of Saturday's charity affair. Right off he cancelled his out-of-town engagements.

Lake was a sensation on the board all of last year and part of 1914. He has trimmed the best in the land. He is a glutton for work.

At the Save-a-Home games, Lake will have to ride at his fastest gait to beat Goodwin and Van den Dries, for reports coming from the latter pair makes it appear that they are riding in top form.

The Century Road Club Association has entered eight men. The association's team, Baker-Jensen and Taub and Naphtal, who this year carried off the championship of the Metropolitan clubs, are in readiness for the big doings. Then there is Baker, who won the Valentine trophy for the fastest mile against time, and a couple of other good ones.

In addition to the bicycling events the program provides for a large number of athletic contests of various sorts, and the crack athletes of the metropolitan district have entered.

Wet, But It's All in the Military Game!

A Canadian cyclist on post in the flooded Salisbury plain

WAR NO BAR TO CYCLE SPORT IN LAND OF THE KANGAROO

Although the world-wide war has practically caused a cessation of the cycle racing sport in Europe, the same cannot be said of Australia, where cycling events are being run at regular intervals. During Octobor the Cycle Trader's 100-mile road race was held and the winner turned up in H. C. Clark, of Euroa, and his time was 5 hours, 31 minutes, 41 seconds. Time prize was won by A. C. McDonnell, who negotiated the course in 5 hours, 12 minutes, 34⅕ seconds. An entry of 131 riders was received, 69 of whom started and 38 finished.

The 25-mile road championship of Western Australia was decided early in October and resulted in a win for A. G. Cogdell by a wheel from A. Schulze, while W. J. Wren ran third. The time was 1 hour, 10 minutes. A small field of ten riders contested in the championship.

There is doubt about the Austral Wheel Race, Australia's great cycling classic, being run this year. The race was allowed to lapse after an uninterrupted period of 29 years and the event may not be run this year. The Melbourne Bicycle Club, which first established the race in 1886, has practically ceased as a cycling body. When first run the Austral was for amateurs, but in 1890 a cash first prize of $1,000 was put up and the desertions from the amateur ranks was so great that the amateur bodies became non-existent.

When "Plugger Bill" Martin won the race from scratch in 1893, the first prize was $2,000, and that amount always went to the winner until latter years, when $500 was offered, and one year it was run on a percentage basis, but with little success. Only one rider, the late H. H. Lambton, won the race twice, and among the other winners can be found Jackie Clark, Fred Scheps, Harry Thomas, Frank Corry and other noted riders.

P. O'Shea, the fast New Zealander, who established the fastest time in the famous Warnambool to Melbourne 165-mile road race in 1911, thereby gaining the title of Australiasian road champion, won the time prize in the Timaru-Christchurch (New Zealand) 100-mile road race run late in October, his time being 5:51:33. F. D. Sutherland won the race from the 25-minute mark in 6:10:42.

A 48-hour race is to be run in Sydney, Australia, starting New Year's Eve and finishing two days later. The race will be run under the auspices of the League of New South Wheelmen and will be limited to 12 teams. The race will in all probability be run on percentage.

J. B. Clarkson, of New Zealand, according to an English paper, says that the United States is feeling the pinch of the war more than England. He admitted that we had a great opportunity, but did not have the means to make use of it. There is stuff tied up on the New York wharves, he continues, but there is no money with which to ship it to Europe.

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NEW YORK, DECEMBER 22, 1914

RIDERS MAKE BAD WINDOW DECORATION

It is important to have your store appear as a place of business and not as a club room. In passing some motorcycle stores groups of riders can usually be seen standing back of the show window engaged in animated conversation, filling the room with dense clouds of tobacco smoke, and passing remarks about pedestrians in the street. Under these conditions would you, as a prospect, care to stop before the window and look over a machine or accessories? Would you care to enter the store and make inquiries?

You might; but many possible buyers would not. And therein lies the error of using riders as part of your window decorations. People do not like to look into your store and be stared at by a lot of strangers talking, laughing, smoking, playing cards, or whatever they may be doing. Least of all do they relish the idea of entering the establishment, interrupting the dealer in his talk with the crowd, and asking questions.

Undoubtedly it is good business to keep riders as friends and have them call on you. But a way should be devised whereby this may be accomplished without interfering with present business. If riders are permitted to gather by the show window they will hardly provide an extra attraction, but will scare away prospects. Your window should display only the wares which are on sale in the store. If riders are permitted on the sales floor, there is a temptation, which proved rather costly to a Bronx dealer, for them to break in on a conversation between the dealer and a prospect and to spoil a sale unwittingly.

If it is impossible to provide a special room for riders to use in a social way, it should be made a definite rule by every dealer that riders keep away from the window and that particular portion of the store devoted to furnishing the needs of customers.

ABOUT TRADE-MARK OIL IN CANS

"I'd like to sell more trade-mark oil in cans," said a Trenton dealer. "But because it only comes in gallon quantities and the motorcycle tank holds on the average about two and a half quarts, to dispose of it has been found difficult."

Many dealers would rather sell can oil. It is a cleaner way of handling it and obviates the frequent interruptions experienced when retailing "loose" oil in small measures. Riders would also favor buying lubricants put up in tins. They can then be sure of getting the same make and grade and will not be at the mercy of garages that handle inferior oil at superior prices. But the fact that trade-mark can oil is retailed only in gallon quantities is a decided drawback.

Follow the movements of a rider when out on the road. He finds himself short of oil or his supply is getting so low that it badly needs replenishing. His tank can contain about two and a half quarts. Should he buy a can of oil? He would like to; but he doesn't. If he were to buy a tin, after filling his tank, he would still have over a quart left in the can, which he would have to strap back of his machine and lug around with him much like a poor canine tortured by mischievous boys. This hardly appeals to riders.

If trade-mark oil were put up in two-quart cans, the tank might then be filled and the can thrown away. This would appeal to riders.

WHY SELL UNHANDY BICYCLES?

Manufacturers of bicycles have been turning out machines geared to around 84 in large quantities, and dealers have sold them freely to buyers. Machines geared to that figure are used generally by experienced speedsters of the roadway.

When the owner of the new bicycle finds that he can not climb hills on his mount or make headway on sandy roads, he is apt to think that it is an unhandy machines.

When experienced riders choose gears sometimes as low as 72 for road racing, is it good policy to sell high geared machines to buyers who want them only for ordinary use or for touring?

Dealers who are wise in the selling game ought to explain this matter of gears to the buyer and see that he gets the proper machine for his needs, and not leave him to complain over a misfit.

Exciting Race in Salem

Cleveland Came in First With Fleener and Nye in Hot Pursuit

Allen Cleveland, riding a two-speed Harley-Davidson twin, was the first rider of the Salem, Ore., Motorcycle Club to finish in the recent 86-mile road race held by that club. Fleener, on a 1912 Indian twin, was second, with Nye, on a 1914 Indian twin, third.

The course was in very bad condition owing to heavy rains the night before, so the time of the winner, 2 hours and 35 minutes, was fast.

A difficult bit of repair work was accomplished by Cliff Brunk, riding an Indian. Brunk took a bad spill, which tore a hole in the gasolene tank, broke one rocker arm on the forks, tore off the throttle control, and bent the forks and head, besides injuring several smaller parts.

After fixing the hole in the tank with a piece of shirt and his cap, and working nearly two hours in a snow and rain storm, he was able to ride the 20 miles back to Salem. Harold Herrin, Flying Merkel, has the only serious accident of the race. About 5 miles beyond where Brunk quit he fell, breaking his collarbone and slightly damaging his machine. He went to a farmhouse and 'phoned to Independence for an auto, which took him to the doctor where his injuries were dressed, after which he returned to his home.

The prizes were awarded at a social and dance at the club rooms on December 4th, where dancing, cards and billiards furnished entertainment for the members and their friends.

Club Members Tour California

The cyclists of the Riverside district, just west of Reedley, Cal., have organized under the name of the Riverside Bicycle Outing Club for the purpose of taking sight-seeing trips through the unexcelled scenic country hereabouts. The club has a membership of 14. The officers are: President, E. Muller; vice-president, J. Dahlberg; secretary-treasurer, P. McCahill.

A 50-mile spin over the roads to Minkler, Centerville and along Kings River to Piedra was made by the club members recently. All points of interest were visited, including an inspection of the manganese mine and the mammoth Santa Fe rock crushing plant which is located in Piedra.

The start was made early in the morning and the party arrived at Reedley on the return trip about 4 o'clock in the evening. The trips taken by the club afford the members the best of recreation besides giving them opportunity of gaining valuable knowledge about the surrounding country and its industries.

Five Clubs Affiliated in Past Week

The best record of club membership made by the F. A. M. since the membership contest closed last June was made last week. Every club has joined with 100 per cent of its members.

The Adirondack, N. Y., Motorcycle Club, secretary, R. C. Hayes, William street, Plattsburgh, N. Y., has joined the national organization and received number 502.

The Minot, N. D., Club, secretary, A. Boynton, Minot, N. Dak., has brought in 17 members. It received number 503.

The Williston, N. D., Motorcycle Club came in with 16 members and received number 504. Its secretary is N. Held, Williston, No. Dak.

The Sac City, Ia., Motorcycle Club, secretary, C. Harker, Sac City, Ia., brought in 26 members. It received number 505.

The Anniston, Ala., Motorcycle Club was awarded number 506. It has 22 members and C. Pope, Box 686, Anniston, is the secretary.

Cedarhurst, L. I., to Hold Athletic Meet

Christmas Day will see the bicycle speedsters of Cedarhurst and the surrounding country assembled at an athletic carnival to be given by the Lawrence-Cedarhurst Athletic Association.

Handsome prizes are to be given, of which the best is for the 10-mile handicap bicycle race—a Columbia racer. There are many other prizes, consisting of bicycle sundries.

The following are the bicycle events to be contested:

1—Ten-mile handicap amateur bicycle race.

2—Half-mile match race.

3—One-mile open to all.

4—Three-mile open to all.

Johnson Adds to Legal Action List

The ever-active chairman of the legal action committee of the F. A. M. announces that Charles A. Higgs, of Bay City, Mich., will represent motorcyclists in court in that city. In Tiffany, O., Walter C. Rhorbacker will be the attorney, and in Fargo, No. Dak., Pfeffer & Pfeffer.

Bowen and Adams will attend to motorcycling legal troubles in Bottineau, No. Dak.

December 25, Cedarhurst, L. I.—Athletic Carnival and bicycle races of Lawrence-Cedarhurst Athletic Association.

December 26, New York City—Meeting of the Metropolitan Motorcyclists Association in assembly room in the New York World building at 8 P. M.

December 26, Buffalo, N. Y.—Bicycle races under auspices of the 74th Infantry Association at the armory.

January 1, Newark, N. J.—Annual sociability run of the New Jersey Motorcycle Club.

January 1, Portland, Ore.—Second annual elimination run of Portland Motorcycle Club, 15 hours.

January 1, Madera, Cal.—Annual New Years' road race.

January 1, New York City—Annual New Year's Day race of the New England Wheelmen of New York from clubhouse to Pelham Bay bridge and return Will start at 10 A. M. regardless of weather.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 4, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

"Yellow Jacket" Wins Climbing Test

At a hill climbing test for motorcycles held last week at Frye's Hill, Methuen, Mass., W. Desmond, on a Flying Merkel, won first place, A. Abbott, on an Excelsior, second place, and T. Burns, on a Harley-Davidson, third place. A special race was won by A. Kelly, with A. Abbott second.

A third race for a prize given by J. E. Ferland was won by W. Desmond on a Flying Merkel. Second prize by A. Miller on an Indian.

Many witnessed the tests and 15 heats were required to select winners. The officials were J. E. Ferland, starter and G. N. Hobbs, referee.

Locating a Misfiring Cylinder

An easy way to locate a misfiring cylinder is to hold the head of a match against each cylinder in succession. Those in regular operation will ignite the match readily, the one which is missing will not.

GOULLET-HILL BEST IN NEWARK GRIND

Big Australian's Speed Accounts for the Final Sprints—Hill Rides With Broken Collarbone — Kaiser-Carman Surprise Fans by Taking Second Money

Outspeeding all other combinations, the team of Goullet and Hill took first in the final hour sprints on Saturday, December 19th, the sixth day of the modified Newark six-day race, winning the big event when Hill gamely rode with a broken collarbone. This is Goullet's third win of the season.

At the starting line in the Newark race, at the First Regiment Armory, Newark, N. J., Dec. 14, were these teams:

Australian-American team—Alf Goullet and Fred Hill. Italian-American team—Francisco Verri and Joe Fogler. Boston team—Jimmy Moran and Pete Drobach. Swedish team—Iver Lawson and Eddie Root. Australian team—Bob Spears and Frank Corry. French team—Georges Colombato and Julian Provost. Belgian-French team—Victor Linart and Marcel Dupuy. Bronx team—George Cameron and Harry Kaiser. Bronco team—Gordon Walker and Gus Wolhrab. German team—Joe Kopsky and Floyd Krebs. Yankee team—Frank Cavanagh and Bob Walthour. San Souci team—Clarence Carman and Charles Piercey.

The pace from the start was very fast and the weaker teams lost a lap almost at once. Until Wednesday, however, no change took place in the positions of the seven teams tied for the lead.

Frequent primes, of which Fogler took three on Tuesday, made the pace lively, and Kopsky, as usual, was the trouble maker of the second division.

At the conclusion of a sprint Wednesday, Cameron spilled and received such bad internal injuries that he was taken to the hospital. Piercey also retired on account of injuries, so Kaiser and Carman teamed up.

The teams on even terms were Goullet and Hill, Lawson and Root, Moran and Drobach, Fogler and Verri, and Walker and Wohlrab. The Cavanagh and Walthour, Linart and Dupuy, Spears and Corry, Colombato and Provost, and Kaiser and Carman teams were one lap behind.

Thursday night saw a spill, when all the lights went out, and the riders, pedaling in darkness collided on the turn and went down in a heap. No one was seriously hurt, but an hour was taken out

Alf Goullet, Newark winner

for the men to recover from their bruises and then the gas lights were lit to prevent a recurrence of the mishap.

In a terrific "jam," started at 9:46 o'clock and extending over a period of 20 minutes, the team of Goullet and Hill succeeded in breaking up the deadlock existing among the first five teams by gaining a lap on the field with Walthour and Cavanagh. Goullet and Hill thus brought themselves into the lead, Walthour and Cavanagh, who were two laps behind at the start of the "jam," getting into the second division, where also were Lawson and Root, Moran and Drobach, Walker and Wohlrab.

Lap stealing of an unparalleled order marked the fifth day of the race. At the end of a series of wild "jams," Corey and Spears, with Kaiser and Carman, gained two laps, while three others which had been lapped by the speedy combination of Goullet and Hill, got back the lost ground, leaving six teams tied for the sprints at the finish.

Kaiser resorted to a clever ruse to get back his lap. When the announcer was calling out conditions for the next "prime," Kaiser jumped the field and was half way around before the pursuit started.

When the bell rang for the sprints of the final hour Saturday night that were to decide the winner of the grind, there were seven teams tied; at that time—9:30—they had traveled 1,294 miles and 9 laps.

Goullet's speed soon put his team in the lead, but in the fourth sprint a spill occurred and four riders went down, Hill with a broken collarbone. He gamely continued and alternated in the sprints with the big Australian, so that the combination soon outdistanced the field.

Kaiser, the Bronx boy, showed speed of the first class and gameness, so that he took second place, with Carman. Kaiser's pull up from two laps behind the field in the fourth day to second place in the final sprints was a great exhibition. Another ex-simon pure—Wohlrab—upset the dope by grabbing third place money. Fogler and Verri, a team favored to win, disappointed their admirers by failing to land in the charmed circle tied for first honors.

The point score of the five leading teams:

Team	Points
Goullet-Hill	101
Kaiser-Carman	86
Wohlrab-Walker	80
Spears-Corey	64
Linart-Dupuy	64

Papesca Beaten by Two-Minute Man

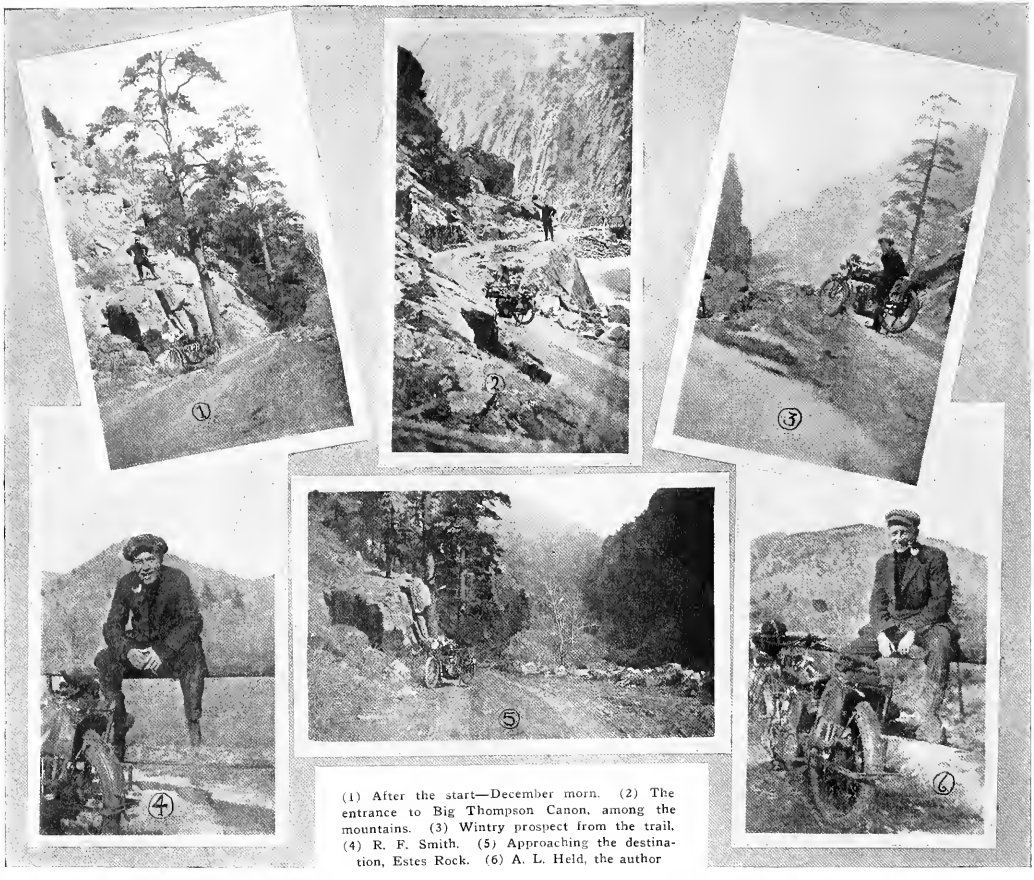
Ten riders started in the weekly point race of the New England Wheelmen Sunday, over the Eastern Boulevard. These events have become a feature each Sunday, and there is always a large crowd of spectators who line the course from one end to the other. The first four riders came in as follows: First, John Boyes (2:00); second, J. Papesca (scratch); third, G. Polacsa (1:00); fourth, J. D. McIntyre (2:00). The time for the six and one-quarter miles was 16:05.

Grundig Takes Cork Race

Starting from scratch, G. Grundig won the weekly cork race, Sunday, of the Acme Wheelmen, over the Eastern Boulevard. John Marquard, on the 1:30 mark, was second. Edwin Spillane, from the same position, third. Fred Miller, another scratch man, came in fourth. The time for the five miles was 15:10.

Fred Hill, Goullet's partner

Fun? Bunches of It, Served With Denver Spice and Plenty of Ice!



(1) After the start—December morn. (2) The entrance to Big Thompson Canon, among the mountains. (3) Wintry prospect from the trail. (4) R. F. Smith. (5) Approaching the destination, Estes Rock. (6) A. L. Held, the author

Mounting the Picturesque, Snow-capped Trails of Colorado

An Exhilarating Day Aboard the Touring Two-wheeler With Two Denver Lads

It is Sunday in Denver. The telephone rings at what seems midnight, I stumble out of bed, feel all over the wall, seize the receiver, and recognize the janitor's bovine voice growling: "4:15, your call was for 4:00." I can see my breath in spite of darkness, but I rally my courage and finally, still yawning, finish the winter armor with scarlet sweater and arctic cap, swing my trusty Eastman across the shoulder and depart, taking no heed of the incredulous janitor's warning that "You'll ne'er make Estes Park and return in one little day." Truly, how little these laymen ken of the speed of a twin joy-wagon!

A hasty breakfast, a quick run to the South Side for my fellow-passenger, R. F. Smith; he mounts the tandem, and soon we are roaring back through town and out upon the Boulder road. Ten miles in seventeen minutes; but personally I begin to surmise that a chill December morn on a flying motorbike is an awful distant relation to my wonted Sunday morning newspaper perusal by a sputtering radiator. We're forced to dismount repeatedly to accumulate a little of the radiation of our smoking steed.

Waiting for the Sun

"Rather enjoy it, even if we do suffer," remarks R. F. Starting at six, we keenly anticipated that the sun would arise at about eight, but the darn sun didn't show up all day. We're forced to discard goggles on account of the bitter frost that eats into our faces and nips at our fingers with icy touch.

Arrived at Longmont (40 miles) we are described as follows:

Article	Condition of Article
Caps, coats, bike	Covered with frost
Eyebrows	Covered with frost
Whiskers	Tangled with frost
One eye	Froze shut by the lash

We repair to a cafetaria, and with several pints of coffee are soon ready for some more. We visit the wire chief at Longmont telephone exchange, who imparts the gloomy opinion that snow is imminent, and we therefore secure the opinions of a number of Longmont's citizens, as follows:

Opinion	Number of Citizens Holding Same
Sun will not appear	1
Sun will appear in about an hour	1
Sun will shine before noon	1
No sun, snow sure	2
A clear day by noon	2
Would not express opinion	1

Up Into the Mountains!

This makes us so sore that we swear by gum we'll go through with the trip, although the fog is so thick in the country now that we can only see a few feet before us, and speed limited to 25-per. Despite warnings of road-wise guys, we take the Berthoud Cutoff, and in another half-hour are sailing up Big Thompson Canyon. Fifteen minutes more; suddenly three lusty cheers resound up and down the canyon, for the sun, relenting his retiring disposition of the morning, has finally uncovered his welcome face.

I quickly apply the brakes and we are snap-shotting some of the curious bright-green rocks, when a dashing mountain girl on a sorrel pony, with long brown hip leggins, gallops by, waving to us, which is the first live event of the day. We take some pictures that promise to be birds, and our spirits begin to soar.

And so we glide over the little bridges with sharp turns at either end, over the swift creek whose former roar is now a mere gurgle, owing to the muffling effect of the ice. As we mount the steep grade at the rapids the sun once more disappears, so that by the time we reach the park the unpromising prospect of snow causes us to speedily retrace our errant tire-tracks.

The only diverting features of the return trip are occasional bursts of speed to overtake some flying automobile, throwing the dust facewise, but even at that 45-per-hour generally turns the trick, after each such spurt of which we pay by our hands stinging that much harder from the cold.

Gas Supply Gives Out

While purring along about eight miles north of Longmont our speed-plant suddenly starts spurting and missing, and fails to pull the next steep hill, which is the first trouble indication of the day. Puzzled and peeved, with a deep dark fear in my heart, I unscrew the gas tank plug, and my fear is confirmed. I hail the next autoist, who imparts the distressing information that he usually carries an extra can, but this time he didn't! We sadly contemplate the bleak scene about us, center our gaze on a lone farmhouse about a half-mile back, and convey our useless road-eater thither. Shades of joy! As we arrive Mr. Farmer is just cranking his auto for a Sunday spin with the wife, and in answer to our distress signal calls the hired man, who is instructed to replenish our depleted supply of joy-water, and then we once more sail Denverward.

When we finally shoot into 46th and Federal Boulevard, Denver (mileage 165) the old town sure looks warm and fine compared to the bleak, foggy country, and two cheerful hours over a gleaming stove completely thawed our demarrowed bones. However, we claim the trip was great sport.

Colorado Breeds a "Sturdy" Race

Colorado is a land of immensity—great heights and great depths, mountains rising to the skies and mines delving deep in the earth—and here comes a story commensurate with the other greatnesses.

We have claimed all along that the modern motorcycle was a "sturdy" machine, but it is evident that suitable prominence has never before been given to the "sturdiness" of Colorado residents.

Here is the story as we received it:

The strength of construction of a Pope Model L motorcycle is vouched for in a remarkable way by the Hussie Automobile Co., of Boulder, Col., who have given a description of the machine's adventure because "it shows it was a sturdy machine." The fact, then, that the following explanation was sent with an order to the manufacturers for $13.34 worth of parts is worthy of more than passing notice.

"It may interest you to know that this machine went over a precipice 175 feet high, with the owner on the machine, and both landed on the jagged rocks at the foot of the precipice, and the enclosed order is all the repairs that will be necessary to put the machine in running shape, and the owner lives to ride the machine when we get it repaired for him. The accident occurred less than six weeks ago."

All Ready for Portland's Second Run

The second annual run of the Portland Motorcycle Club promises to be the largest road event ever held in the Northwest. It takes place New Year's Day, starting with the first hour of the new year, and will continue until the riders have ridden 375 miles of Oregon's roads.

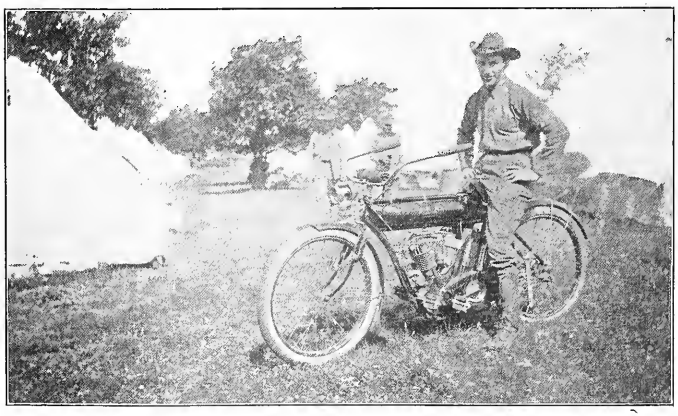
The starting place will be at Broadway and Stark street, and from there the riders will go over the Broadway Bridge into East Portland, thence to the Sandy Road and out to Troutdale. There they will go to the Powell Valley road and back to Gresham, where the first time control will be located.

From Gresham the riders will head for East Eighty-second street and run back on that road to the Sandy road. This loop will probably be made 14 times.

The object of the run is to test the endurance, skill and judgment of the riders and the capability and reliability of the machines. A cash prize of $100 has been put up for the man scoring the highest points, and the second man will get $50. These prizes are in addition to the handsome trophies. The Portland motorcycle and accessory dealers have offered many valuable merchandise prizes.

A large field of riders is expected to turn out for these handsome prizes and the run will excite great interest in the Northwest.

Showing the Motorcycle With the Militia



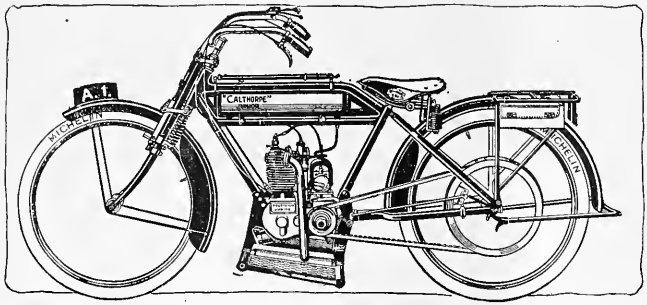
With a squad in camp at New England maneuvers, last summer

What Is New in England

ARTICLE I

A Glance at English Innovations as Seen in Two Typical Models—The War May Change Design

Details of the new models of English machines are coming in at this season with great frequency. Most of the leading companies have made their announcements for 1915, which always are a subject of great interest to American dealers.



The Calthorpe single, an "ultra-lightweight" machine—pedalless, like most English models

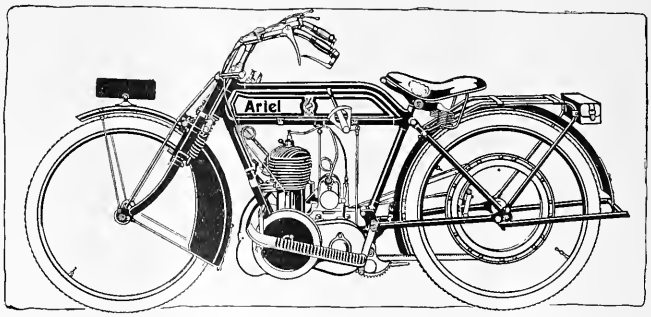
What is new in English frames, accessories and engine design? Much, but not of a revolutionary nature. Few drastic changes are incorporated in the new machines, although in spite of the war a gradual development along all lines is to be observed.

Small Refinements the Rule

The Rudge-Multi, for instance, shows no drastic changes, but small refinements such as a strengthened carrier, a longer exhaust pipe, a pinned timing gear observation cap, show how closely the manufacturers have watched their product during the past year. In most other machines the improvements are rather adapted to the comfort of the rider or the refinement of the old parts than to radical redesigning of engine or frame.

One thing the new models show, and that is the great popularity of the two-stroke. Nearly every line now includes this model—a lightweight single-cylinder machine, often fitted with multi-speed countershaft gear. These singles are low powered, running from 1¾ to 2¾ horsepower. The typical machine is 2¼ horsepower with combination drive.

Of this increasingly popular type the 1915 Enfield two-stroke can be cited as an example. The saddle position is very low, the wheels being 24 inches, fitted with 2-inch tires; the flywheel is outside, the "silencer" is in front of the cylinder and made of cast aluminum, which provides a thoroughly soundproof and non-rattling box. For lubrication purposes the oil and gas are mixed together, the oil being conveyed into the gas compartment by means of a hand operated pump; the mudguarding is fully adequate, and the footboards are large; the spring front fork is much in evidence in the frame. The machine differs from most others in that the drive is by chain, while the most popular form is combination, with a chain from the engine shaft to the countershaft and a belt beyond. Another difference is that a chain guard is generally supplied. The eyes of American readers will be struck by the wide, thin "fins" or flanges and by the tapered tank.



A "big" single—the Ariel. Note aluminum chain case, and exposed flywheel

The weight of the machine is incredibly slight, coming to only 120 pounds.

Strangely enough the big single is looked at rather askance by our British cousins, who have manufactured twins of such low power as 2¾ rather than use a 3½ or 4 horsepower single.

The Ariel, which is shown on this page, is a typical "big" single. It is a two-stroke combination drive, fitted with countershaft gear and V belt. A cast aluminum cover encloses the chain from the engine to the gear box, the boss on it neatly enclosing the kick starter, ratchet and pinion. The muffler is also of aluminum. The machine develops slightly over 3 horsepower and weighs only 160 pounds.

Service Under War Conditions.

The lessons of service under war conditions cannot be profited by this early in the year. Machines intended for service are fitted with lighting systems and sturdy carriers, on which double the usual load may be placed. In some machines a contrivance for carrying luggage is placed on the front forks.

British riders in the army pin their faith on the light machine even under conditions when the big twin would seem to be the better mount, and there must be reasons for this. As one rider sensibly remarks, you must be able to haul your mount through a ditch or out of the way of an approaching lorry in case of a tumble. The little single economizes in fuel, which is important, but it does not have the tank capacity which military riders are beginning to demand. By the end of the war military mounts will probably carry from 2½ to 3 gallons of gas.

Minor accessories are supplied by the ever careful British manufacturers. Spring footrests are new, and a few leg-shields are to be seen among the new models, as well as handy tool boxes hung on the carriers.

[This article will be continued next week.]

Relating the Adventures of John Prospect

Wherein Prospect Journeys in the Snow to a Strange Town and Meets a Hibernating Dealer Who Was a "DEAD ONE," Although He Didn't Know It—And What Prospect Thought of All

The ninth of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler

It took six hours of battling with the snow

Christmas came to the Prospect home, and the day was doubly welcome to the "old folks" and the kids because it brought a heavy fall of snow—the first of the season.

Mrs. Prospect had long ago found out that it was impossible to keep John away from his new motorcycle, because he went out for a spin every morning that the thermometer mercury was not lost to sight in the bulb. Every Saturday he got out his mount from the newly-finished garage under the front porch and groomed it until the nickel work was bright as silver and the enamel showed not a speck of dust. Then off he would go to Parkwood, or the nearby lake, or wherever an attractive route offered, and would not return until dark.

"What's the Use?" Says Brown

He was now teaching John Prospect, Jr., age fourteen, to manage the machine. She knew that he would like motorcycle accessories better than anything else for Christmas, so she gave him a stout fur-lined coat, and Prospect, Jr., gave him a tandem seat—with his own satisfaction in view.

The day after Christmas happened to be Saturday, so John put on his new coat, and tire chains on his mount, and started off on a trip to Parkwood, some 70 miles distant.

The snow did not bother him much at first on the paved roads, where it was packed pretty well. But out in the open country it was tough sledding for his single-cylinder machine, and instead of reaching Parkwood as he planned in three hours and a half, it took six hours of battling with the snow drifts that lined the roads where there were no trees, and climbing over fallen trees and branches before he at last swung into the main street at Parkwood and dismounted before the store of the only motorcycle dealer in the town.

Prospect stamped into the room and shook the snow from his leggins. In spite of the cold he was warm in his fur coat and felt cheery and exhilarated after his long trip in the snow.

"Howdy, everybody?" he greeted; "is Mr. Brown, the dealer, here?"

Accessories for a Christmas Present

There were a dozen men in the room, dressed in sweaters and leggins. In the air was an odor of stale cigarette smoke. Two oil lamps shed a dim light over a dingy showcase near the door and a row of dusty looking motorcycles that extended into the darkness at the rear of the store.

A big man in a sweater and overalls looked up at Prospect's entrance and nodded.

"My name's Brown. Whadd'ye want?"

"I'd like to leave my machine here over night, and what's the best hotel in town? I can't get home tonight on account of the snow."

"Sure, you can leave her here—over in that corner."

"What about the hotel?"

"Well, Mike's place down at the tracks is good enough for me any day."

"That isn't the best hotel, is it?" asked John, as he wheeled his mount into a vacant place in the line of machines and screwed off the gas.

"Well, they say the Carlton House, a block away, around the corner is the best, but I like the beer best at Mike's place—don't you, Tom?"

"Sure!" answered Tom, who was one of the group of bystanders watching Prospect.

"I see," said Prospect. "Well, it's mighty good fun riding in the snow—my first experience. I suppose you boys were out in it all day."

"No," answered the dealer. "We rolled

"My name's Brown. Whadd'ye want?"

a few over at Mike's place and then started up a little game here."

"That so? Well, you missed a lot of fun."

Brown lit a cigar before he answered.

"What's the use of riding this time of year? Wait until summer, then we'll show you a thing or two on the County Fair Grounds track. We're there with the speed stuff, all right. Last summer—Fourth of July it was—Jimmy here reeled off a record of ten miles in 12 minutes on a half-mile track with flat turns. This spring some of the boys here are going to get together and buy a 1915 ported A. B. from the factory, and we expect to cop all the speed events in this part of the state."

Prospect Begins to Wonder

"That must be a good ad," Prospect commented, "and it probably gives the boys a lot of fun. You must do a lot of business here in Parkwood, because it's the biggest town in this county and you're the only dealer."

"The best riders in three states are right here in this room," stated Brown proudly.

"Does track racing help your sales much?"

"Well, the sales take care of themselves; we get along pretty well, but we sure do make them folks sit up and stare when the boys hit the curves on their stripped stock models."

Prospect began to feel as if he had wandered into a racing camp instead of a club.

"I understand that," he said, "but what is your scheme of publicity—of getting the A. B. before the general public that doesn't care a lot for track racing and speed events? How do you advertise?"

Brown screwed his cigar around in his mouth and spat into the corner.

"Oh, I guess that those races do us more good than paying out a lot of cash for space in the papers, or posters, or ads in the movies. What's the use of spending money that isn't going to do you any good directly—anyway, I'm in good with the sporting editor of the Parkwood Clarion; he gives us plenty of space in the sporting columns. He attends every meet and gives the boys a dandy write-up. Last year when Tom and Harry came into the straightaway with not an inch between their front tires, and the crowd just stood up on its toes and yelled, he gave us a dandy write-up. It pays to be in good with the sporting fellows."

When Brown Went to Sleep

"The A. B. dealer in Highville told me that the biggest department store in Parkwood was going to install a system of mortorcycle van delivery. That must give you plenty of orders for the winter."

Brown yawned sleepily and crossed his legs.

"No," he replied, "nothing of the kind. Stock Bros.—that's the store you mean—did start something of the kind a while ago, five or ten weeks ago, maybe, but they didn't really want the order, I guess. The factory sent me a letter to say that the people there had been trying to pull off the van delivery stuff with Stock Bros. and wanted me to follow it up quick, but I had a date at Mike's that afternoon and the annual ball game between the Husky Bullies and the All-Stars the next day. I cleaned up eleven-fifty on the All-Stars, easy money.

"Well, a couple of days later a fellow came around from Stock's and said that he wanted to get a line on the motorcycle van proposition. He wanted to know the cost of operation, the weight that could be taken in the van, the climbing power with the load, and whether the machines could run in the snow. He wanted to know a lot of other things, too, but I had lost the van catalog that the factory sent me last summer and couldn't remember everything, so I guessed at a lot of the information and told him that a machine that could make a mile on the Fair Grounds track with flat turns in 68 seconds was the right machine to haul baggage—plenty of power. Then I showed him a picture of Tom breaking the county record for five miles for stripped stock machines and of the bunch out on the road hitting the dust on the turns. Then I invited him to come around to Mike's with me, but he had another engagement."

"Didn't you give him data about the vans?" exclaimed Prospect, who was beginning to be more and more surprised at the way Brown carried on his business.

"Oh, sure! I told him that the A-B machine was the one he wanted, didn't I, Tom? Why, sure, but that was one on me, because he didn't want it after all, and I never saw him again."

What Prospect Thought of Brown

"Was that all there was to it?"

"Oh, the factory people sent me a hot letter, saying that I had let a sure sale slip through me, and all that sort of stuff, and I wrote back and told them that what they wanted me to do nobody could do, and if they wanted me to sell their machines they'd better hurry up with that new stripped stock model."

"I see," said Prospect. "Well, I must get some dinner at the Carlton House. Thank you very much for keeping my machine over night."

"No trouble at all. Say, you're a good fellow; come on down to Mike's with us and have a few. Then we'll start a game up here later and celebrate the first snow storm."

"Thanks, I'm too tired."

At his room in the hotel Prospect shook his head sadly over his experience with Brown, the dead dealer.

"If Brown's not dead he's a dead one," he mused. "At any rate he doesn't know enough to be alive. Why, here's this fine, live town of Parkwood, with lots of other towns near, and Brown's the only dealer within 50 miles.

"Yet he expects the machine to sell itself, never goes out of the shop except around to Mike's, which is pretty often, I guess; won't advertise a penny's worth, doesn't know how to spell publicity, and hasn't energy enough to find out if the ordinary business men of the place don't want motorcycles or if their kids do not. Instead of putting on his hat and going out to see men that have influence and standing in the town, he sticks to a bunch of the "boys," who are all right in their way, but represent only a fraction of the people that ought to be riding two-wheelers.

"What's the result of this laziness, and lack of business insight? Why, every time Brown's name is mentioned people think of that dark and dusty store—and the half-mile track at the Fair Grounds.

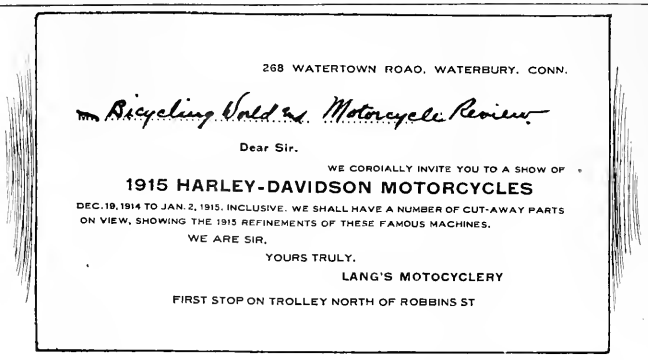
"Brown has made a name for himself that's a big liability instead of an asset. His own personality is costing him dollars every year in sales and it's only the popularity of the A. B. machine that keeps him going at all.

Dead Dealers Hurt Machines They Sell

"Dealers like Brown, who sell motorcycles only because it is an easy way to make a living, are like drones in the hive. They live on the smartness of the fellows at the factory who design and build a good machine and advertise it well. They don't work to put it where it belongs, in the class of young fellows in business, of farmers, of municipal departments, of big store deliveries, of youngsters who have outgrown the bicycle, of collectors, postmen, travelers, and lots of others. They take the line of lease resistance and only try to keep the motorcycle where it is sure to be anyway, and where the demand for it is bound to be limited—in the racing game.

"Motorcycling advancement must be in spite of fellows like Brown," and Prospect shook his head sadly.

"Brown will never have a happy new year in his business. What he will have from the first day of January to the last of December is the morning after."


268 WATERTOWN ROAD, WATERBURY, CONN.
Bicycling World and Motorcycle Review
Dear Sir.
WE CORDIALLY INVITE YOU TO A SHOW OF
1915 HARLEY-DAVIDSON MOTORCYCLES
DEC. 18, 1914 TO JAN. 2, 1915, INCLUSIVE. WE SHALL HAVE A NUMBER OF CUT-AWAY PARTS ON VIEW, SHOWING THE 1915 REFINEMENTS OF THESE FAMOUS MACHINES.
WE ARE SIR,
YOURS TRULY,
LANG'S MOTOCYCLERY
FIRST STOP ON TROLLEY NORTH OF ROBBINS ST
Will this card sell a machine? It ought to prepare the way for several future sales

In Dust and Discomfort Live the Boys

What They Think of It All and How Their Mounts Survive the Arduous Test of War Among Battle Fields

On Motorcycles at the Battle Line

From a representative of the London Daily Mail, G. Valentine Williams, comes this absorbingly interesting account of the life of the motorcyclists with the British army in France.

Mr. Williams had just returned from a trip into the heart of the war zone in France, and at a tiny town near the frontier, the name of which encountered the usual blue pencil, he met many dusty English boys on their motorcycles, and the tribute he pays them is that of an outsider, for he is not connected with the trade.

His graphic story runs as follows:

"A great deal has appeared in the papers about the hairbreadth escapes of motorcyclists, and numerous stories have been published concerning those who have been unluckily wounded and sent home. Elaborate pictures of a motorcyclist dashing through the Uhlans, waving his revolver around his head, are all very well, but they are nothing like the real thing.

The Motorcyclists Shift for Themselves

"Some people think that a motorcyclist on active service is a scout, but this is not the case. He is a dispatch rider, and is used for carrying dispatches from one division to another. Motorcyclists are also used to carry on communication between the headquarters and the different subdivisions of the army corps, while they also prove invaluable in the case of failure in the telegraphic communications.

"The life is none too easy. The motorcyclist has mostly to shift for himself; he moves too fast and too often to be provided for by the machinery the army arranges for finding quarters. On arrival at headquarters with a dispatch, after he has presented it and been dismissed until wanted again he sets out to find (a) somewhere to wash, (b) something to eat, (c) somewhere to sleep, and (d) where the petrol is kept.

"The roads they are now working over are the worst pavement in the world, about every third brick being about two inches below its next-door neighbor. The roads are very narrow and only half the surface is paved, leaving about four feet each side of thick mud. Here the motorcyclist is expected to ride, as the center is occupied by literally thousands of motor lorries. These conditions are all very well in fine weather, but when it rains the cobbles become like a sheet of slime.

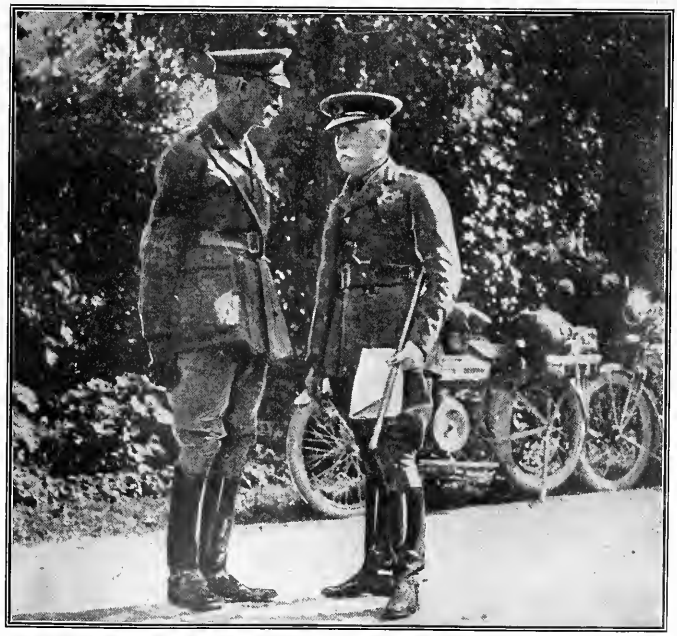
Care Free Boys in Camp

"For the moment I am thinking only of the spirit of those youngsters who gathered around me in the circle of light thrown by their powerful lamps, resting on their travel-stained machines, eager, impulsive, high-spirited boys, laughing at the layer of petrol-scented dust with which hair and face and hands were covered, making light of the miles behind them as of the miles to come, though a cold night and a frosty dawn lay between them and their ultimate destination.

"Most of them had a rifle slung across their backs; some had none, but a revolver was strapped to the leather belt encircling their dusty overalls. On the carrier behind them they mostly carried a begrimed sack with their possessions—a brush and comb, a toothbrush, sleeping things, and shaving tackle, with perhaps a few maps. Looking at them, so dusty, so dirty, and so cheerful, I could not help thinking of them as many of them were in London, the immaculate motorcyclist of the suburbs with the lady of his affections instead of a grimy pack on the carrier behind.

All Kinds of Men—But the Right Kind!

"All classes are represented among the army motorcyclists. Most of them are undergraduates or public school boys, many have come from the Officers Training Corps, many are clerks or shop assistants. All the varied accents of class and county are heard in their speech, from the studied correctness of Oxford



Sir John French and Sir Ian Hamilton, caught in front of the ever-present motorcycle

to the homely burr of the West. But the most complete democracy exists among these knights of the road. Cliques and classes seem to have vanished when the blue and white armband of the Signaling Corps of the Royal Engineers—the emblem of their branch—was fastened to their sleeve.

There Were Many Enthusiastic Riders

"All the time we were talking more dusty and enthusiastic young men kept whirling in. A large convoy of army motor-lorries was parking for the night in the market place, and one by one the lorries came lumbering up. Every now and them a high pillar of dust would come skirting in and out of the clumsy vans. It would eventually materialize into a perfectly cool and extremely cheerful youth, who was quite willing to talk about the war and his experiences and who seemed only to remember as an afterthought that he had come 60 miles by road, had had practically nothing to eat or drink all day, that he was both tired and thirsty, and had 40-odd miles to go before daybreak.

"His first thought is his machine, which he honors with a comprehensive glance traveling from the monkey mascot in front to the back tire.

"One of the men told me this story of his experiences, and of the efficiency of machines in use. He said:

"'Dispatch riders are often called upon to cover long distances, 124 miles being nothing for one day. Another joy has just arrived in the shape of the London motor 'bus, which is the best skidder in the world. It is quite fun passing 'busses, as we dodge the front wheels of one to be hit by the back of the next as it swings across the road. Troops are also very difficult to contend with, but one must not be too hard on them, as they have very hard work to get along on greasy roads and they must be passed at slow speed.

Type of Machine Not Suitable

"'With regard to the types of machines most suitable for the work, it is quite impossible for any one to sit down at home and try to express an opinion. Of course, a speed gear is essential, and three speeds are much more satisfatcory than two. The best all-around machine is the medium weight, which we are using in great numbers. A three and one-half horsepower is all very well for a long run to the base, but it is no good among the troops, as one cannot paddle it off as one would like. Some of us have expressed a desire to try a three-speed two-stroke of about two and one-half horsepower, which might be light enough to lift out of a ditch and to enable one to get it out of the way quickly in the event of falling in front of a 'bus or lorry.

"'When we came over we expected to have much transmission trouble, but this has not been the case. The belt has been absolutely satisfactory, and caused no failures in our work.

"'One frequently suffers from a complaint known as having the 'wind up.' The other day a motorcyclist was standing beside a church tower at 3 o'clock, but it only struck two, as the tower, complete with clock, was removed by a shell on the second stroke; the motorcyclist got the 'wind up,' collected the 'revs,' and took up a new and safer position.'"

Why Motors Smoke Excessively

My motor, in common with a great many others which I see, has a great habit of smoking excessively at low speeds, whether it is running light or not. For a while I was not sufficiently observant to notice that as the speed of the machine picked up the smoke gradually disappeared from the exhaust, and I kept shutting down on the oil in an endeavor to obtain just the proper adjustment to feed the requisite quantity without causing the motor to smoke. I paid the penalty for my lack of caution, however, for while traveling along at a lively clip one afternoon my motor gradually began to lose its putting power and upon shutting down to ascertain the trouble I found it badly overheated. It was a wonder that the piston did not freeze; indeed, it is not at all unlikely that this would have occurred had I gone very much further. I looked for the usual causes of overheating—retarded spark, too rich mixture and lack of oil—and found that the latter was the real cause. Yet even with the oil adjusted as I had it, the machine smoked slightly at low speeds. However, I opened the needle considerably, and after the motor had cooled down sufficiently I again started off, this time adjusting by oil feed so that the motor just smoked slightly at high speed and had no further trouble.

Of course, it is well known that a motor needs more oil at high than at low speed, but there is another angle to it which is often neglected when determining the cause of the smoke in the exhaust. The smoke does not necessarily mean that the motor, all considered, is getting too much 'ubricant. It simply means that the oil is poorly distributed and that the cylinders are getting a larger proportion than they deserve, giving rise to the smoke. At low speeds this is always the case for the simple reason that the throttle is very nearly closed, creating a partial vacuum in the cylinders which is not present with the throttle open and the motor revolving at high speed. The oil thrown on the cylinder walls by the flywheels then is drawn up into the combustion chambers by the suction in greater quantities than when there is less vacuum above the pistons and the motor will smoke despite the fact that the oil adjustment is just right. The moral is to adjust the oil for high speed and let the machine smoke, if it wants to, at lower speeds.

Prize-winning Firestone window by K. J. Hines. Story on opposite page

IN THE DEALERS' DOMAIN

A SELLING CREED THAT PROVED AN ASSET

Have you a selling creed? Have you a fixed set of principles which are a guiding star to your business, something you can look at every now and then and maintain your course in the direction you started? Wrongly used such a thing is useless; rightly used it is good in the inspiration it can give.

Such a creed is maintained by an eastern concern. They follow a broad definition of service, which is more of a help-your-neighbor idea than a strict penny-efficiency plan. That the plan is a success, they state, is evidenced by resales to the number of seven to one customer. This is their selling creed:

1. A firm and unshakable belief in the goods you are selling.
2. Absolute faith in and loyalty to the factory whose product you sell.
3. Honesty of purpose and the desire to please your customer.
4. Enthusiasm—and lots of it.
5. "Charm of manner." If you haven't it, be sure to cultivate it; it is very important.
6. Never treat a customer with indifference after getting his money.
7. Try to be helpful to others in the trade. Any "tips" or information you can give to other salesmen often act as a boomerang for your own good.
8. Don't talk too much, but try always to talk effectively and to the point. "Concentration is the life of trade."
9. Above all things, work, and work hard.
10. Have full confidence in your ability to put the sale over and attack each sale with determination. Do not permit doubt and fear to undermine your efforts.
11. In attempting to make a sale, go at it with the full expectation of selling your customer and not in a half-hearted or doubtful sort of way.
12. Try to recognize the "psychological moment," then "put it over" and get the money. This calls for the sixth or intuitional sense which we should all endeavor to cultivate. It isn't as difficult to realize the "psychological moment" as one may think.

An Effective Follow-up Method

How prospects are followed up in New York was told by a live-wire dealer recently. He said:

"We use an accurate follow-up card system in New York. Every salesman has to make a daily report. The young woman whose sole business it is to keep up our card system in turn transfers these daily reports to the card index.

"Suppose, for instance, that a salesman turns in a report on a prospect. That report is held for 30 days without a further report being required on it. If a report does not come within 30 days, that prospect may be taken from the index by another salesman in the company and, if the second salesman sells the prospect, he gets the credit for the business.

"Or if a prospect is held in the card index for 30 days, and the original salesman does not furnish any further report on it, and the prospect comes into the store on the 31st day and buys a machine—the salesman who handles him gets the credit for the sale.

"This system is used regardless of the amount of work done on the prospect by the original salesman.

"On owners we give salesmen 90 days in which to follow up. If we don't receive a report in 90 days, and the owner comes into the store on the 91st day and buys a motorcycle, the man who handles the sale gets the commission.

"We have a further plan by which we encourage our salesmen to make as many straight sales as possible. This works right in line with following up prospects, because it is the new prospects that bring the straight sales. Our plan briefly is this: We pay a certain percentage of commission on the amount of money that a man turns in. We pay double that amount of commission on a straight sale. If a salesman takes in a used machine, selling it for as much as he allows for it plus the amount of repairs, we also include that with the bonus paid for a new one and count it as a straight sale.

"We keep a strict account of every penny spent on used machines, so that the salesman can get full credit providing these machines are sold for full allowance price plus the cost of repairs."

Prize Winning Ideas in Window Display

The window display which appears at the left won second prize, offered by the Times, Washington, D. C. It was designed by K. J. Hines, the Firestone advertising representative in the capital. He has definite ideas concerning window displays. They are:

Your window is your biggest drawing card.

The display should never stand too long.

Use lights where possible.

A moving display is still better, especially if illuminated.

Be original and different but plain.

Have that come-to-the-point look.

Don't have too much in the window.

A good color scheme is your one best bet.

When a machine is shown, if a colored light, for instance green, is played on it, it attracts the eye.

Store Decoration an Art

"I look upon a store very much as an art lover regards the hanging of some rare masterpiece. He wants a suitable background for his picture, and I require the same for the machines I am placing on the market.

"I simply use my store as a background for my mechanical masterpieces; so, by avoiding cluttering up my walls and floors with pictures, furniture or anything that will distract my customers' eyes, I concentrate their attention on the machine which I am trying to sell," says a progressive dealer.

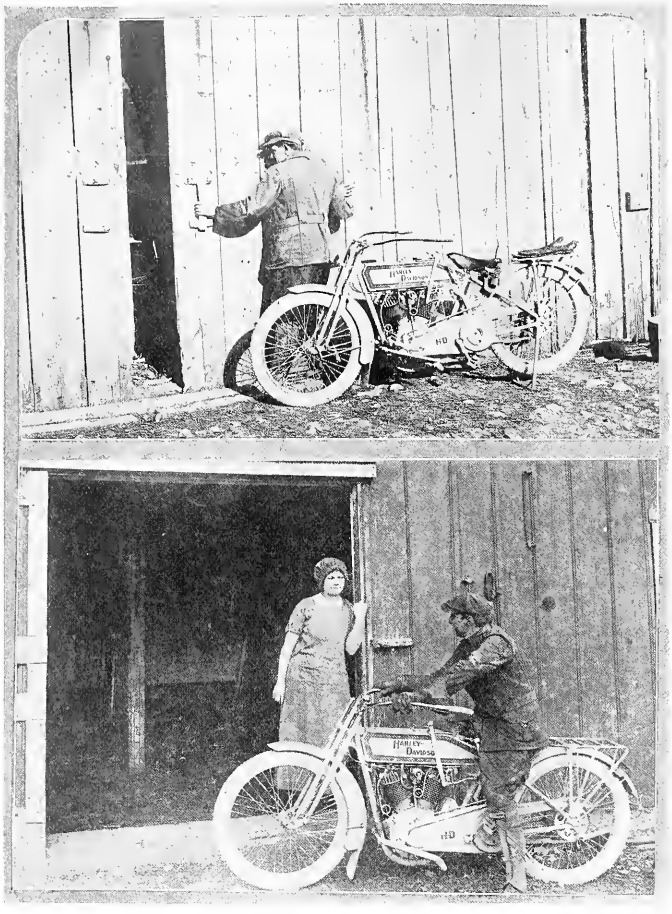
"I am thoroughly convinced that suitable surroundings aid in selling machines, as no sooner were my interior decorations completed than my sales increased."

Why Not Start a Motorcycle Show?

Dealers in a city of any size need not fear that an attempt to get up a show is doomed to failure because it may not be as big as the Chicago or the New York exhibits.

Get the dealers together and the riders interested, and you will get results.

Some Interesting Happenings in the Motorcycle Domain Among the



Off for an autumnal expedition! The machine is groomed for the ride, and now it's good-bye to the wife, and off we go over the inviting countryside

METROPOLITAN RIDERS DANCE AND DISCUSS ASSOCIATION

A Christmas dance and social was tendered to over one hundred members of the Metropolitan Motorcycle Association on December 11th by the Yonkers Motorcycle Touring Club at Hollywood Inn. A business meeting of the association preceded the dance.

Commissioner Ellis of Yonkers opened the meeting by introducing State Commissioner Hall. The latter called attention to what the F. A. M. had accomplished during the past year and told his audience that if the metropolitan project was to succeed at least 500 members must be obtained.

A Hall boom was launched later in the evening, when Gus Rotholz, of the Harlem M. C., read a petition boosting the state commissioner for the office of chief of the state automobile bureau. Similar petitions will be circulated for signatures and sent to the new secretary of state.

It was decided to hold the next meeting on December 26th in the assembly room of the New York World Building.

The Latest Freak in Motorcycledom

Motorcycles are to be the pacemakers of aerial flight, as they are in terrestrial speedmaking, if the ideas of an experimenter shown by a model in the Exposition of Inventions at the Grand Central Palace last week proves to be practicable. The model looks like a hogshead cut in half from the outside and like a churn looking inside.

The arrangement of rotating flanges, cogs, and motor-propelled fans is designed to gain speed for the aerocycle by using the draft and force of the air sucked in through the barrel. All the working parts are of aluminum. The model works up a great speed, and the inventor claims to have made long and fast flights on his aerocycle.

Waughop, Larsh and Gibson, real Daytonians

Motorcycles Given to Canadian Army

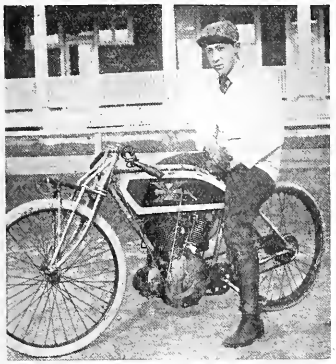
A rather unique donation to the war fund of the Allies is that made by the Imperial Tobacco Co. of Canada. President Davis of this concern has outfitted six men from his factory, equipped them with motorcycles and will send them to the front. These men will receive half pay while they are away fighting for their country. A number of other employes of the Imperial company who previously enlisted are also receiving half pay.

English Women Riders Rival Men

"The pleasures of motorcycling are manifold," says Mrs. A. T. Stanton, who recently came to this country from England. "And in Great Britain one sees a great many more women driving their own motorcycles than in America. Here a great many girls seem doubtful about their ability to operate the two-wheeler successfully and are content to ride as a tandem passenger or in a sidecar. Tandem and sidecar riding are all right, but they are nothing in comparison with the pleasure of operating one's own motorcycle. After I took the first ride on my husband's motorcycle I was never satisfied until I could operate the machine myself. And then the next step was to have a machine of my very own.

"In England," continues Mrs. Stanton, "many women take part in the motorcycle club runs, and the girls are able to compete with the men on these tours."

Riders and the Clubs as the Cold Winds Sweep the Road and Track



Stubner and his speedy mount

Stubner Excites Motorcyclists' Envy

W. F. Stubner and his Excelsior, shown in the accompanying illustration, are said to have done such fast work in New York that other riders are working overtime trying to catch up with Stubner. On Thanksgiving Day he won the ten-mile open race in 9:36:5, held under the auspices of the Yonkers Motorcycle Touring Club at the Empire City race track.

Della Crewe Visits New York

On the heels of a snow storm, in the coldest snap that Gotham has had this fall, came Della Crewe with her little dog, Trouble, to the Harley-Davidson agency at 533 West 110th street, in the city of skyscrapers and subways last week.

Where did she come from? Waco, Texas, was her starting point many, many weeks ago. Carrying her sketching outfit and surplus baggage in a sidecar this touring artist traversed the many miles of roadway, good and bad, from Dodge City to Milwaukee, to Toledo, to Buffalo, to New York. As she approached the east and the days began to grow shorter, Della found snow and ice in her path. At Ashtabula a snow storm swept the roads and tire chains would not grip; from Ashtabula to Madison is only 16 miles, but it took a whole day to get there, plowing through snow drifts along the way.

At Buffalo the state roads are being repaired and this made numerous detours necessary.

Coming through the Catskills beautiful scenery was encountered, and Della and Trouble slowed up and went along the winding roads leisurely in order to take in the splendid snow covered vistas. It was pretty cold there, though, and was even colder in the city of Poughkeepsie.

A rest by a convenient bridge, and then to speed up for home. A prize is brought back—two woodchucks—good fun in such a trip!

The Harley-Davidson machine and sidecar seemed to be in first-rate condition after their long trip of about 5,400 miles. No money was expended for mechanical trouble during the trip, so Miss Crewe states, and she suggested to the representative of Bicycling World and Motorcycle Review that it was a good plan to take Trouble along as a charm to avert road mishaps.

Along the route the Harley-Davidson dealers were visited—Miller at Toledo, where the boys accompanied her for a while on her way; the Lister Bros. at Cleveland, in their new and commodious quarters.

Miss Crewe, after conferring with Robert Bruce, of the touring bureau of the A. A. A., has decided to go to Philadelphia, and from there to Charlotte, S. C., to Key West, Cuba, and the coast of Costa Rica. From there she will try to reach the canal, and then will continue leisurely to the Panama-Pacific Exposition. Which is something of a trip!

Wheeling Looks Over New Model

Motorcyclists in the vicinity of Wheeling, W. Va., are much interested in the new 1915 model Harley-Davidson machine that was received by Earl Braunlich. Braunlich demonstrated the hill climbing of the machine when he carried in a sidecar attachment five passengers and himself over Wheeling hill from Fulton to the city. The total aggregate weight brought over the heavy grade amounted to 1,190 pounds.

RECENT DEVELOPMENTS in ACCESSORIES

How One Rider Located His Horn

I guess that after all there is no warning signal which is any more effective than the mechanically operated diaphragm horn. There is one trouble with it, however, and that is that it must needs be attached to the top frame tube, for it is too large to attach to the handlebar and would be awkward in that location anyway. I met a rider on the road the other day who evidently felt as I do, that the top tube location was not altogether desirable from the standpoint of convenience, for it is necessary to remove the hands from the bars in order to operate the horn. He had overcome the difficulty by positioning his signal on the front drop tube of his frame so that the device was located just in front of his motor and to the rear of the front mudguard. In this position the toe of his left foot came conveniently close to the operating handle of the horn when his feet were on the footboards, and as his was a machine on which the left foot was given nothing to do, it was free to sound the horn.

Of course, on a machine where one foot is utilized to operate the clutch while the other applies the brake, I suppose that this location would not prove an ideal one, but otherwise it is serviceable.

A Home-Made Soft Hammer

Herewith is illustrated a very simple method of making a soft-faced hammer for general use in making drive fits of delicate parts that are liable to become scratched or battered should a hard hammer be used.

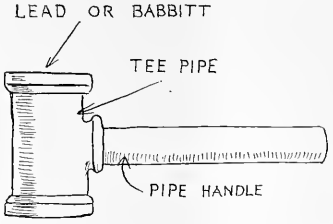
Take a common tee pipe fitting and a piece of pipe of corresponding diameter, big or little a hammer as is wanted. The mould for pouring lead or babbitt metal into the tee is so easily made it requires no explanation. But be sure that the lead projects beyond the edges as indicated after the cast has been made.

After the faces are badly battered it is a simple matter to throw the whole hammer into the melting pot, melt out the lead, and recast.

A hammer like this has been used for several years and is exceptionally good for hard, heavy work, and there is no simpler, less expensive soft-faced hammer made, for really the only cost is the labor involved.

How to Construct a Simple Carrier

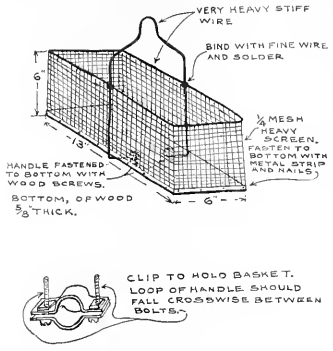
Those who have frequent occasion to carry parcels, books and papers, and yet not of such volume or bulk as to require the services of the carriers in general



An inexpensive soft-faced hammer

use, easily can construct a form of wire basket that can be simply hung on the handlebar near the grip and which will serve its purpose so well that it can be used to advantage very generally by wheelmen. While the basket, as the sketch shows, cannot be purchased, it can be quickly and easily made by almost any one.

Should the occasion demand it, a much larger basket can be handled than the dimensions given. Carrying a load on one side of the handlebar leads the average individual into the belief that the steering is greatly affected. This, however, is not the case unless the load has a great deal of "swing." In such a basket has been carried a load of over ten pounds for 50 miles and more over very


VERY HEAVY STIFF WIRE
BIND WITH FINE WIRE AND SOLDER
6"
½ MESH HEAVY SCREEN. FASTEN TO BOTTOM WITH METAL STRIP AND NAILS
HANDLE FASTENED TO BOTTOM WITH WOOD SCREWS.
BOTTOM, OF WOOD ⅝" THICK.
6"
CLIP TO HOLD BASKET. LOOP OF HANDLE SHOULD FALL CROSSWISE BETWEEN BOLTS.

Sketches of wire basket and clamp

indifferent roads without discomfort, while a load up to 20 pounds can be carried on paved streets.

The basket is best kept in place on the handlebar by means of a clamp and two bolts, as shown in the sketch. The loop of the handle should pass crosswise between the bolts.

This method of carrying parcels has also a distinct advantage when the bicycle is shipped in a baggage car.

Making Goggles Rainproof

Anyone wearing eye glasses or goggles who has been caught in a rainstorm knows how great is the deficiency of vision caused by the water on the lenses. But few persons are aware that this difficulty may be overcome by wiping off the moisture and then rubbing the outside of the glasses with the tip of the fingers covered with kerosene. They will then appear dull, but just as soon as rain comes in contact with the glasses it will be possible to see clearly through them. When kerosene is used it will be essential to rub it over with the hand so that the raindrops may run evenly. The efficiency of a lamp may be maintained by similar treatment of the front glass.

Graphite As a Medicine For the Engine

Engines that exhibit a falling off in their compression through wear of cylinder walls, can be rejuvenated by introducing into the crankcase oil a little graphite. This will in course of time fill up the little pores in the cylinder wall, giving to the surface a sort of veneer, and restoring to the engine a good deal of its former life. Reboring can often be postponed for some considerable space of time if this expedient be followed.

How to Make Quick Action Oil Gun

A large quick action oil gun may be easily made from an old bicycle pump by plugging up the outlet and drilling and tapering the bottom plate for a nozzle. The bottom plate can be cut down to the diameter of the pump barrel in case it has an extension to be held by the foot when pumping. Such an oil pump will be useful for filling oil tanks, injecting kerosene in the cylinder for flushing, or for removing carbon.

BUILT MOTORCYCLE GARAGE FROM OLD INDIAN CRATES

There are a lot of old saws to the effect that "economy is a source of wealth," "a penny saved is a penny earned," etc., and he who has the principles in mind and is possessed of imagination and ingenuity can oft times make something out of nothing and profit accordingly. A case in point is furnished by the accompanying illustration, which shows what can be done with that which ordinarily would serve for fire wood.

The Dundas Real Estate Co., of Smith Center, Kan., had need of a garage, and though possessed of the wherewithal to buy any sort of a building that is on the market, instead of spending the money unnecessarily, one of the realty men spent a little "Gray Matter" and evolved a motorcycle shelter to be constructed entirely of the crates which had come on Indian motorcycles. The structure shown in the illustration is made only of crate boards with the exception of the eight upright posts. On each side are curtains which roll up in a manner similar to that at one time used in theaters, and these serve to keep out the rain and sun. The cost of the building was less than seven dollars, and the idea is well worth copying both by those who can afford to build more pretentiously and by those to whom dollars and cents are a real item.

This garage, made of crates, cost the Dundas company, Kansas, less than $7.00 to build

Detroit Motorcyclists Hope to Organize

With the prospect of a motor speedway being built in Detroit next summer, the motorcyclists of the city will make a determined effort to organize a club in that Michigan city which will take a prominent place in the motorcycling affairs of the nation. At present the city has no club except the Harley-Davidson Club, which is composed of a number of riders of the machine for which it is named. It has not participated in racing or club touring, or made itself very active in any way. It has an organization, however, with officers and dues, though the latter are nominal. It has its headquarters at the Harley-Davidson store.

It is proposed to take this organization as a nucleus upon which to work, invite riders of other machines to join it, change its name to something indicating a larger scope, and start 1915 right. A meeting has been called for the first week in January, at which time some action will be taken in the matter.

Bronx Motorcyclists Meet

The Bronx Motorcyclists' Association held a well attended meeting on Friday evening at Lohden & Schultz Hall. A discussion on the tentative by-laws and constitution took up the greater part of the evening, with the result that several articles were accepted wholly as presented by the committee, and to others minor changes were made. It was decided to hold another meeting the early part of next year to further consider the constitution. No election of officers will be held until the first meeting of the association as such.

Chairman Berckhemer had a lively time trying to give all the eager debaters a chance to air their opinions; but he proved an effective presiding officer and no dissenting voice was heard when the final motions were put before the gathering. Commissioner Hall, of the F. A. M., was greeted with enthusiasm by the motorcyclists. He delivered an address in which he asked that Bronx men take advantage of the Christmas spirit and collect a fund for the widow of "Happy Days" Pitman. Hall offered to permit the Bronx riders to have an F. A. M. commissioner for their county.

Pittsfield Riders Get Together

About 35 motorcycle enthusiasts of Pittsfield, Mass., met at the home of L. Colter, of 191 Elm street last week and organized a club to be known as the the year were elected as follows: President, J. A. Foizie; vice-president, W. Hill; secretary and treasurer, E. F. Hartwell.

Kicherer Employs Girl Demonstrator

E. C. Kicherer, manager of the Detroit, Mich., branch of the Haverford Cycle Co., has added a woman demonstrator to his selling force. The duty of the young lady will be to demonstrate the Smith Motor Wheel, for which the Haverford company have the agency throughout the southern part of the state, and she will use a drop frame model bicycle to which the motor wheel will be attached.

Illinois Club Elects Officers

The members of the Motorcycle Club of Springfield, Ill., elected practically their entire roster of officers at the annual election last week. Only four officers were not renamed, these having severed their connection with the club for other reasons.

The newly elected officers are. President, S. A. Wight; vice-president, George L. Pehlman; secretary, J. H. McCrea; treasurer, W. G. Baker; attorney, S. A. Wight; sporting editor, J. Nash McCrea; directors, S. A. Wight, George L. Pehlman, Jr., J. N. McCrea, W. G. Baker, J. Ingals, R. W. Blucke and C. V. Henry; auditors, J. Nash McCrea, Ralph Reed and Henry Hodge.

The club has a membership of more than 50.

Syracuse Rider Banqueted by Friends

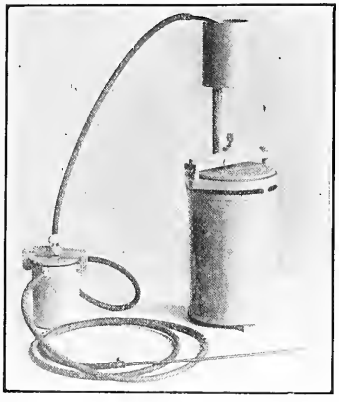
Motorcycle friends of George T. Lockner, the Syracuse motorcycle rider who made a name for himself in races in the South and West during the last year, tendered him a banquet at A. H. MacGraw's store at No. 117 West Jefferson street recently. Forty sat down at the tables. A. H. MacGraw was toastmaster at the occasion.

Motorcycle Fair For Appleton

The Motorcycle Club of Appleton, Wis., will give an indoor fair at the Armory for five nights, commencing Tuesday, January 5th.

PROGRESSIVE CO. BRINGS OUT A SIMPLE CARBON REMOVER

A complete oxygen carbon removing outfit is manufatcured for $7.50 by the Progressive Mfg. Co., Reading, Pa. It not only generates its own gas but forces it through a nozzle into the cylinders of the motor. The complete outfit is shown in the accompanying illustration. The main parts are a cylinder underneath which is an alcohol lamp. A special compound furnished with the outfit is placed in the cylinder and the alcohol lamp is lit. Then oxygen is generated and the gas passes to a water container where the oxygen is collected and then it is passed through another container where it is purified. From thence it is carried to the cylinders. The operation of burning out the carbon is done in the ordinary way. The cylinder is allowed to fill with oxygen and the carbon is lighted by a match or taper. Oxygen is supplied until the carbon is completely burned. It is wise to remove the spark plugs before the carbon is burned out because the heat may be sufficient to crack the porcelain, although it is not enough to injure the motor. Additional compound may be obtained for 75 cents.



Progressive Co.'s new carbon remover

Champion Brings Out New Spark Plug

The Champion Spark Plug Co., of Toledo, O., has brought out a new type of priming plug especially adapted for winter use.

This is similar to the former priming plug of Champion make so far as the combination of a priming cup with a plug is concerned, but it has the new features of a handle for turning the needle valve, so as to admit the gasolene to the cylinder, and also a new steel needle valve, hardened and ground to a compression-tight seat in the priming portion of the shell.

As shown in the illustration there is an opening in the top of the needle valve for insertion of the oil-can nozzle. Having filled the priming cup, which is the inner part of the needle valve itself, the valve is raised from its seat by turning the handle. This allows the gasolene to flow through the side of the valve and down through its own channel to the plug base. Thus vaporization occurs near the ignition points, insuring easy firing. The price of this new plug is $1.25.

New Champion priming plug, which has a handle for turning a needle valve, which allows gasolene to flow to the cylinder

Effect of Gasolene on Tires

It is wise to resist the temptation that occasionally occurs to wash or wipe off a motorcycle tire with gasolene. Gasolene, like all oils, is a foe to rubber. Its effect on a tire may be readily learned by immersing in it a small piece of rubber for a short time. When the rubber is removed it will be found to be so brittle that it will crack or break between the fingers.

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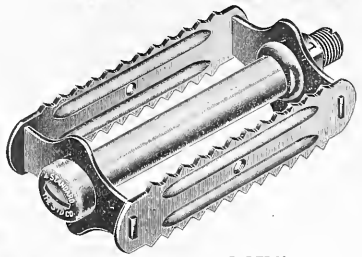

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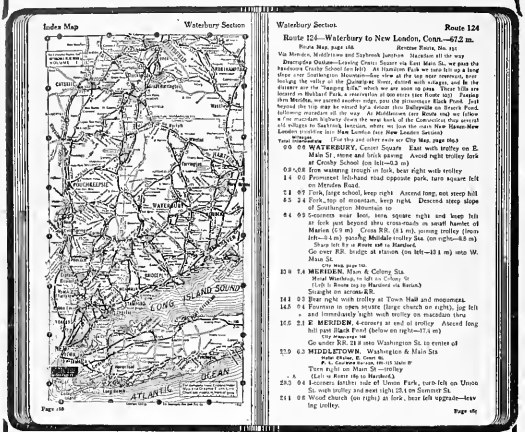

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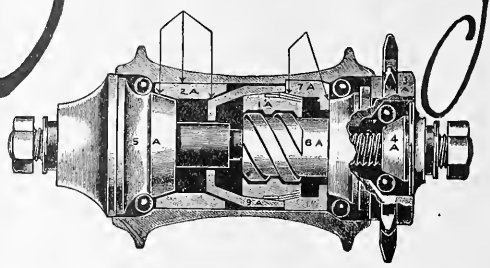

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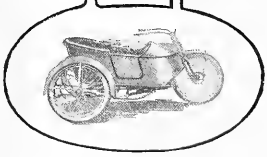

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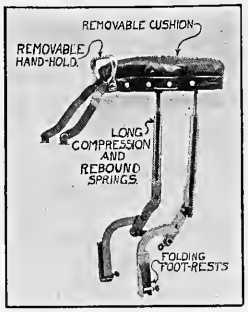

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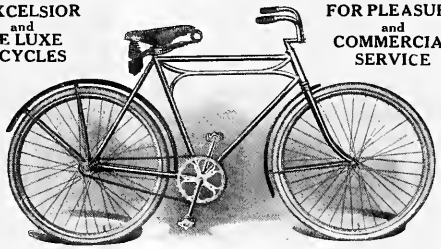

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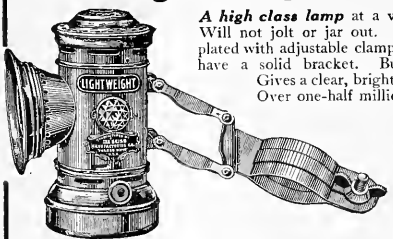

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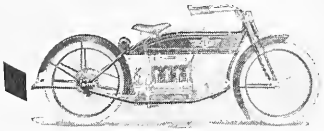

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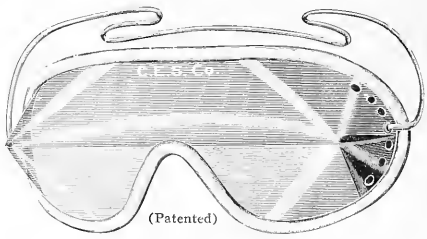

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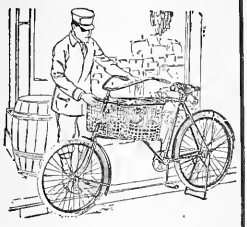

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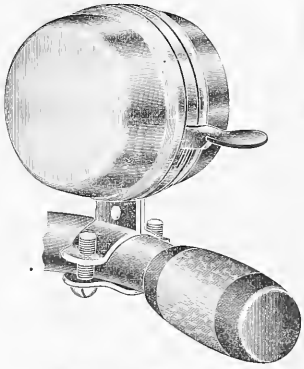
The biggest selling of all manufacturers' brands of bicycle tires.

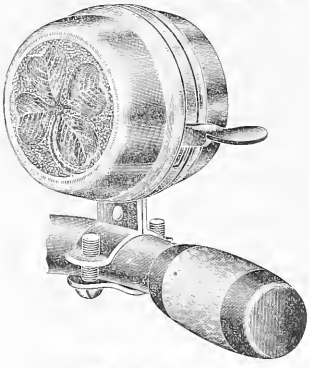
Pennsylvania Rubber Company
Jeannette, Pa.

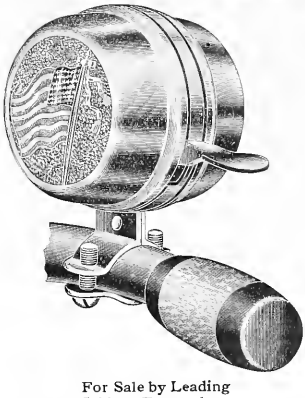
Bevin Bells

Good Luck Chimes

Assorted Designs







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EAST HAMPTON, CONN.

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Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
GAULOIS TIRES AGENCY.
Repairs Guaranteed. F. A. M. Shop.

DRISCOLL & JEANROY
DAYTON DISTRIBUTORS.
Full line of parts and accessories. Repairs guaranteed.
Open day and night for storage customers.
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THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
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DISTRIBUTERS FOR
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COMPLETE STOCK OF MACHINES AND PARTS. ROGERS SIDE CARS.

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Mail orders filled day received.
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Motorcycles, Bicycles and Supplies
An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

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Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
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We are always glad to give dealers assistance in their buying and have on file all the latest catalogs of manufacturers and other available data.

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The Bicycling World and Motorcycle Review Founded 1877

The High Cost of Living Reduced

HOW to reduce Tire Expense, the biggest running expense of a motorcycle.

The above information will be given free in form of a pamphlet referring to all standard makes of tires, if you will address

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IVER JOHNSON'S ARMS & CYCLE WORKS
360 River Street, Fitchburg, Mass.
New York, 99 Chambers Street St. Paul, 2080 Grand Avenue

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Ask for new Motocycle Catalog No. 58 XX and Bargain Book of Bicycle and Motocycle Supplies No. 146.
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NEW YORK SPORTING GOODS CO.
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10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

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Make your wants known through the Bicycling World and Motorcycle Review's Want and For Sale Columns. They always bring satisfactory results.

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A Quality Bicycle at a reasonable price

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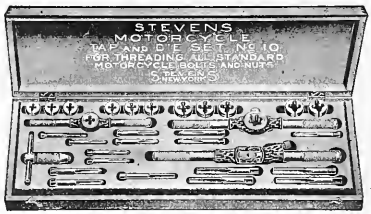
All dealers know that good work requires good tools

The Stevens No. 10 Motorcycle Threading Set



is unequaled for quality and range of work. It will cut all motorcycle threads.

Price, $10 SEND FOR CATALOG GIVING FURTHER DETAILS.

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you will never meet any Tandem Seat that has anything on this F-N quality Seat. And the longest ride will only bring out more fully its supreme comfort and fitness. Examine one yourself and note the strength, the completeness in "those important little things." Only the best materials, special non-rattling construction, permanently comfortable waterproof cushion—everything about the seat right. Get our booklet and our dealers' proposition.

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The 1915 R-S

The remarkably low prices of the R-S was the sensation of the Chicago Show. Compare them with all others and write for our selling proposition.

Model R-15—5 h. p. Single.....$185
Model R-15—5 h. p. Single with two-speed 210
Model T-15—10 h. p. Twin..... 225
Model T-15—10 h. p. Twin with two-speed 250

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"EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

KELLY HANDLE BARS

Standard of the World

WE MANUFACTURE BOTH STYLES

Divided Adjustable Bars

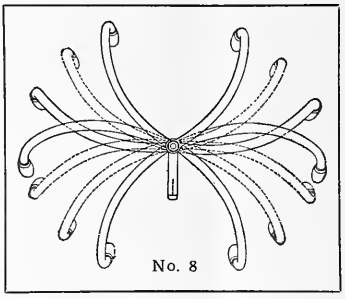
For High Grade Bicycles

Give You Any Position You May Desire and

Kelly One Piece : : Top : : Reversible Bars

Only Two Positions

For Cheaper Bicycles



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Write for Prices

KELLY HANDLE BAR DEPT.

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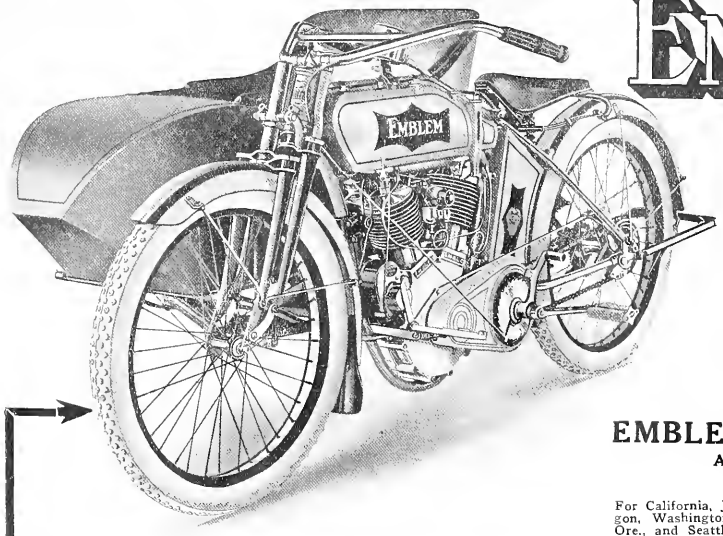
RIDE ONE FOR AWHILE

if you want to appreciate fully the supreme merits of this dandy motorcycle: its power, speed, endurance and style.



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has won its present unique position in the esteem of motorcyclists by proving out with individual riders. Our aim in the design and construction of EMBLEM has been to provide the most serviceable and dependable motorcycle that it is possible to build. Perhaps it is this high ideal that has lifted this machine into such prominence as a fine-appearing motorcycle as well. We'd like you to have our catalog: will you send for it?

1915 EMBLEMS are equipped with the new EMBLEM Patent Kick Starter which has proven to be so superior to all other types. Ask us about this special feature and how your motorcycle might be equipped with it.

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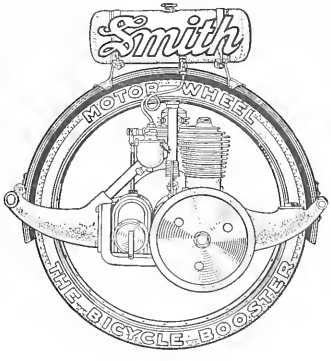

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Within the past 60 days 1700 dealers have seen the wonderful possibilities of the Smith Motor Wheel in the way of increased profits and business building. The dealer who has the agency for the

Smith
MOTOR WHEEL
"The Bicycle Booster"

will have the livest store in town the coming season.

This wonderful appliance that can be attached to and detached from any bike in a few moments and weighs less than 50 pounds, is sweeping the country. It is irresistible to both sexes from youth to old age. It sells itself, bicycles and accessories.

We invite applications from responsible, well-established dealers in open territory who will mention make of Motorcycles and Bicycles now handled, volume of business done, etc.

The Smith Motor Wheel is fully protected by patents in the U. S. and foreign countries.

MOTOR WHEEL DIVISION "W"

A. O. SMITH COMPANY

Sole Manufacturers and Distributors

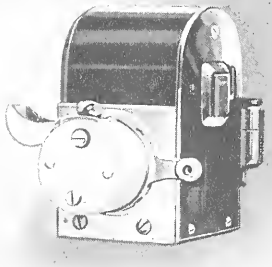
MILWAUKEE, WISCONSIN

Professional men say the Smith Motor Wheel is wonderfully convenient.

The Smith Motor Wheel opens the gates of the big outdoors to both sexes.

The Smith Motor Wheel is the biggest thing that's happened in Bicycledom in years.

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

"A Blaze of Glory"

just expresses the entrance of the DIXIE MAGNETO into the motorcycling world—its ready acceptance as standard equipment by the largest manufacturers and its triumphant vindication in the season's classic, Savannah's 303 Mile Grand Prize Road Race.

It was a record-breaking accomplishment for every motorcyclist when the manufacturers insisted upon DIXIE magnetos as an important feature of 1915 offerings and when Lee Taylor rode his DIXIE equipped ***Indian*** to glorious victory.

And it is a record-breaking instrument in construction as well as in performance—an instrument by which every motorcyclist becomes a magneto expert for all practical purposes immediately he possesses one.

All the mysteries and complications of customary magneto practice have been swept away by the new instrument of the Splitdorf Electrical Company. The simplicity of the DIXIE is itself a record-breaking feature and puts the magneto in a class of superiority entirely its own.

Why not get acquainted with the DIXIE MAGNETO in detail? An illustrated booklet will be sent or freely given upon request.

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CINCINNATI	811 Race St.	NEW YORK	18-20 W. 63rd St.
DALLAS	402 S. Ervay St	PHILADELPHIA	210-12 N. 12th St.
DAYTON	327 East 3rd St	SAN FRANCISCO	1028 Geary St.
DETROIT	972 Woodward Ave	SEATTLE	1628 Broadway
KANSAS CITY	1827 Grand Ave	TORONTO	469 Yonge St
LONDON		BUENOS AIRES	

The Bicycling World and Motorcycle Review

Founded 1877

37th Year | New York, December 29, 1914 | Ten cents a copy Two dollars a year

Let's Talk Business at the New York Show

The *Indian* can always make a place in its sales organization for the able motorcycle merchant.

The live, pushing man can arrange for profitable territory which will size up to his ability and ambitions.

Do not draw the conclusion that because the Indian now has 2800 dealers we cannot offer you a desirable connection. We can.

No better time to get down to brass tacks than at the New York Motorcycle Show. 1915 machines will be there. Look them over from every angle. Indian officials will be there. Talk to them frankly.

If you are not familiar with the whole Indian dealer proposition we can tell you some things that are mighty important and, on top of that, lay out a line of money-making possibilities which will make you think twice.

New York Motorcycle Show, January 2d to January 9th. Let's Talk Business

HENDEE MANUFACTURING CO., Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS:

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

LAST CALL FOR COPY FOR THE New York Show Issue, January 5th

The Bicycling World and Motorcycle Review

Founded 1877

Reach the Big Buyers by using the paper which is most read by the leaders of the industry—

No extra price in this Show Issue in spite of

Extra Circulation

Let us have your cuts and copy

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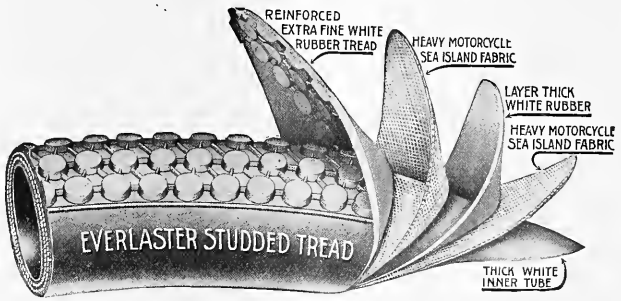
as it must reach us not later than the Friday preceding publication.

BICYCLING WORLD and MOTORCYCLE REVIEW

239 West 39th Street, New York



Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

You Are Invited to Inspect

Two-Speed Yale Motorcycles

AT

Spaces D-185-187

at the

New York Show

Grand Central Palace

THE CONSOLIDATED MANUFACTURING CO.

1709 Fernwood Avenue, Toledo, Ohio

Makers also of Yale and Snell Bicycles, Hussey Handlebars, Steel Tubing, Bent Parts, All Kinds of Drop Forgings

Please mention this publication when writing to advertisers

Immediate

Deliveries Now

In spite of the fact that 82 per cent of 1915 Harley-Davidsons shipped to date have been three-speed twins, we are now in a position to make immediate delivery of the three-speed twin model 11-F.

The ability to make immediate delivery of this, the most popular Harley-Davidson model ever announced, will mean a remarkable increase in early season sales for Harley-Davidson dealers.

The Harley-Davidson factories are working day and night. 1629 employees concentrating their energies on Harley-Davidson motorcycles exclusively—306,230 square feet of floor space devoted to the manufacture of Harley-Davidson motorcycles exclusively—these are the reasons that now make possible immediate deliveries.

Dealers considering the Harley-Davidson selling proposition will do well to get in touch with us at once.

Harley-Davidson Motor Company

Producers of High-Grade Motorcycles for Nearly Fourteen Years

Milwaukee, Wisconsin, U. S. A.

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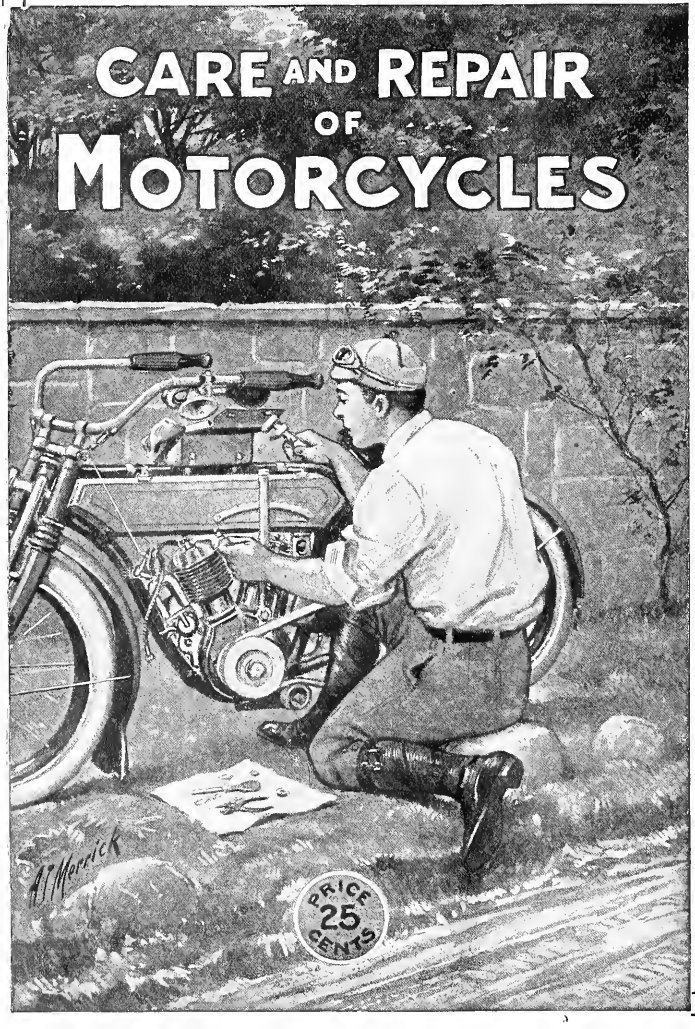
Spend a quarter for this book— save many dollars in repair bills

It is the motorcyclist's best friend because it is always on the job to help in time of trouble and you need not be a mechanical engineer to understand it.

It is brim full of practical advice and suggestions relating to every type of motorcycle.



The present edition includes free engine clutches, two-speed gears, mechanical lubricators and magnetos, together with special matter on motors, valves, carbureters, fuel and important general subjects, all plentifully illustrated

Dealers and jobbers in all parts of the country are selling "Care and Repair of Motorcycles" to both new riders and veterans as the best aid in correcting and avoiding motorcycle troubles.

Ask your dealer about it, or send a quarter to us for a copy to be sent you postage prepaid.

Special rates to Jobbers and Dealers in quantity orders.

Bicycling World Co.
239 W. 39th St. New York

FISK

Bicycle Tires For 1915

We are presenting for 1915 a most attractive line of Fisk Bicycle Tires in single tube and clincher types, smooth and non-skid treads—the latter in either red or grey.

These tires range in price as they do in variety and come within the reach of every pocketbook, *each representing the utmost value in its class.* The different styles in this most attractive line follow:

Single Tube

Gripfast (Motorcycle Fabric).
"66" EH Export (Nonskid Tread).
"66" (Nonskid Tread).
Special Racing Tire (Thread Fabric, Double Raised Thread).
Premier Tough Tread (Heavy Raised Tread, Two Fabric Strips).
Premier Oil Proof (Red Nonskid Oil Proof Cover).
Premier (Nonskid Tread).
Victor Thorn Proof (Nonskid Tread, two fabric strips).
Victor (Nonskid Tread).
Massasoit (Raised Tread).

Clincher

Premier, Red Top or Oilproof

Send to Department E for Consumer's Price List

THE FISK RUBBER COMPANY

Factory and Home Office **Chicopee Falls, Mass.**

Fisk Branches in 46 Principal Cities

Power

The more braking surface a brake possesses the more powerful it becomes. Corbin Duplex Coaster Brakes possess the maximum. They are unequalled for the strength and dependability of their action.

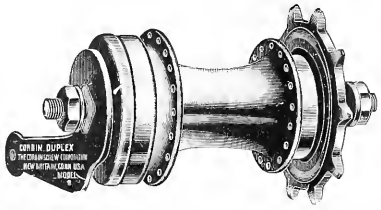
CORBIN

Duplex Coaster Brakes

"Corbin Control Means Safety Assured"

Durability

Owing to the nature of their construction larger ball bearings are used throughout in Corbin Duplex Coaster Brakes. These larger ball bearings greatly increase the durability of the brakes, afford smooth, easy running, and reduce friction to the minimum.



Write today for new catalog illustrating the complete line of Corbin Brakes. Sold and equipped by all dealers and repair shops. Equip with the Corbin Duplex Coaster Brake.

Will exhibit at the New York Automobile Show, January 2 to 9, inclusive. Space C-102, 3rd, Floor

THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

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BRANCHES:
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Makers of Corbin-Brown Speedometers and Automatic Screw Machine Parts

Convenience

Built on the free wheel principle, Corbin Duplex Coaster Brakes permit the rider's feet to remain at rest on pedals while coasting or at other times when brake is not in service. Thus is the rider's strength conserved and the pleasure of bicycling increased.

The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX | New York, December 29, 1914 | No. 15

The Week's News : : at a Glance : :

Harley-Davidson Opens London Branch
All Is Ready for the New York Show
Fraudulent War Agents a Menace to Motorcycle Dealers
New Speedway for Chicago Under Construction
Detroit Motorcyclists Invited to Join New Cement Speedway Project
Plans Completed for Chicago Six-Day Race
News Of and From the Dealers Everywhere

SPECIAL FEATURES
Adventures of John Prospect
John Pflieger, and What He Says About Advertising
What Is New in English Models
How a Harvard Student Toured from Michigan to Boston Awheel

Completing Show Preparations

Thirteen Motorcycle Manufacturers to Exhibit and New Accessories Will Be Displayed—Will Unravel Mysteries

At 2 o'clock P. M. on Saturday, January 2nd, the doors of the Fifteenth Annual National Automobile Show at the Grand Central Palace will be thrown open.

The show will continue for one week, opening at 10 o'clock A. M. and closing at 10:30 o'clock P. M.

On the fourth floor of the great structure, which is now in the process of transformation into a Persian palace, decorated with unique hangings, lights and statuary, will be found the 13 motorcycle exhibits and some of the motorcycle accessories exhibits. On the floor below will be found other accessory exhibits of general interest to dealers and riders of the power-driven two-wheelers.

The motorcycle manufacturers exhibiting are as follows: The Aurora Automatic Machinery Co.; the Consolidated Mfg. Co.; the Davis Sewing Machine Co.; the Emblem Mfg. Co.; the Excelsior Motor Mfg. & Supply Co.; the Harley-Davidson Motor Co.; the Hendee Mfg. Co.; the Henderson Motorcycle Co.; the Gerhart Motorcycle Co.; the Miami Cycle & Mfg. Co.; the Pope Mfg. Co.; the Reading Standard Co.; the Schickel Motor Co.

Visitors coming to the motorcycle exhibits expecting to see a number of radical innovations will not find what they are looking for. Changes in the products of the big factories since the Chicago show have not been general—it is not the season for such changes—but a number of manufacturers have reserved surprises for the show opening. The Excelsior booth will contain something new, besides having the machine on view that Joe Wolters rode in the Savannah race when he just missed winning the big classic. The Merkel booth also holds a sphinx-like exhibit which has been widely advertised, and the Yale

promises that something new will be shown.

In the line of accessories many additions to the already full line of goods that go to make the two-wheeler comfortable and serviceable will undoubtedly be on view. So many are the new things in this line and so steady is the improvement that at any season of the year something of interest can be seen.

What will attract the eyes of many of the 450,000 visitors who are expected to attend the show is a new motorcycle of the four-cylinder type—the Gerhart. This machine is produced by the Gerhart Mfg. Co., of Harrisburg, Pa. It is a two-speed machine, with a great degree of flexibility claimed for the engine. The control is entirely vested in the handlebars, while an oil filter to receive and cleanse the used oils from the gear case is a feature. There are other points of interest that can best be understood by observation.

Will it be a big exhibition? Well, there is 150,000 square feetof floor space and an estimated cost of exhibits of $3,560,000. To help interest the crowd there will be an exhibit of famous racing cars and trophies on the floors which are to be entirely devoted to car exhibits. And for the fastidious there will be a Society Day, Wednesday, January 6, on which the general admission fee of 50 cents will be doubled, making the cost of admission one dollar.

The exhibition will be under the auspices of the National Automobile Chamber of Commerce, and the show committee will consist of Col. George Pope, H. O. Smith, W. C. Leland and S. A. Miles, manager.

Are you going to be there? You certainly will be if you want to see the biggest exhibit of motor products ever held in this city and see for yourself that the war and unsettled conditions generally have not affected in the smallest degree the prosperity of the motor manufacturers of this country, or the excellence of their production to be brought out during the coming year.

War and the French Manufacturer

Apparently the French trade is not so entirely suspended as some reports infer, but the work in hand seems to be confined to products for military purposes. Peugeot Freres are making motorcycles and parts at Valentigny for Government use. De Dion's are working on Army orders, while the Alcyon factory is turning out bicycles of the folding military model, its motorcycle business having been dropped some months ago because of the war.

HARLEY-DAVIDSON TO OPEN EXPORT BRANCH IN LONDON

American Manufacturers Have Completed Arrangements for Foreign Branch —To Be Under the Management of Victor S. Welsford

After several years of close observation of the foreign motorcycle field, the Harley-Davidson Motor Co., of Milwaukee, Wis., manufacturer of the motorcycles of that name, have decided on opening a branch in London. It has been an open secret for more than a year that the Milwaukee manufacturer was seriously contemplating this move, but the positive decision was not made until a short time ago, and the news leaked

Manager Victor S. Welsford

out last week when it was learned that Victor S. Welsford had been selected as manager of the new branch.

All the foreign business of the Harley-Davidson people, excepting only that originating in North and South America, will be handled through the London branch, and Welsford is particularly well equipped for the position and responsibilities owing to his familiarity with American business methods and his knowledge of the markets and trade customs of the world which he derived through an extensive selling experience in Europe, South Africa, Australia and the far East. A portion of his theoretical education was obtained in Rochester, N. Y., where he attended school.

Welsford assumes his new position after considerable experience as a Harley-Davidson representative. He has represented this firm in South Africa, where he has been what is known in the United States as a distributer, though it is classified as a "dealer" in the foreign field. He had large stores in Durban and Johannesburg and was well represented in other commercial centers of South Africa.

He operated under the style Victor S. Welsford, under which name the South Africa representation will be continued. Prior to his association with the Harley-Davidson product Welsford was associated with his father in the Far East trade, with headquarters in both Durban, South Africa, and Hong Kong, China. The new Harley-Davidson manager is now in this country and will be a constant visitor at the New York show in the Grand Central Palace, which opens on Saturday, January 2nd.

Western Supply Co. in New Quarters

M. A. and M. S. Hayutin, doing business under the style Western Supply Co., manufacturers, jobbers and dealers in bicycles, motorcycles, supplies and accessories, with headquarters for the last 12 years in 1350 Larimer street, Denver, Colo., will move shortly after the first of January to their new two-story building, 1448-52 Larimer street, where they intend to have the largest motorcycle house west of Chicago. This concern is the distributer for Reading-Standard and Flying Merkel motorcycles throughout the states of Colorado and Wyoming.

The firm is preparing to organize a motorcycle club and to be instrumental in guiding its destinies toward increasing the general interest in the power-driven two-wheelers. The club will be given three rooms in the new building to be used as club headquarters and the membership will be open to riders of all makes of motorcycles. It is expected that 50 enthusiasts will form the nucleus of the new organization.

Opens Motorcycle Repair Shop

L. V. Loveland has opened a repair-shop for motorcycles in Rodman, N. Y. He has been a rider and repairman for the last six years and claims to have ridden five different makes. As yet Rodman has not signed up a contract with any motorcycle manufacturer, though he has had a broad experience in the selling end of the trade.

Repair-Shop Opens in Keene, N. H.

I. L. Kibbee has opened a motorcycle and bicycle repair-shop in Keene, N. H. He has located at 61 Mechanic street, where he hopes to fill a long-felt want as he is the only repair man at present located in the town.

DETROIT LOOKS FORWARD TO CONCRETE SPEEDWAY

Project Being Fostered by Newly Incorporated Club Which Dealers Are Invited to Join—May Ask Manufacturers to Aid

The prospects of Detroit, Mich., becoming a center of motorcycle racing through the medium of a great cement or concrete speedway, are growing brighter. The motorcycle dealers have been formally invited to join the project, which is strongly backed by influential automobile manufacturers. A club already has been incorporated and stock is being sold. The organizers visited several motorcycle dealers this week, inviting them to subscribe. There is no doubt but that they will do so, but just how deeply they will go into it is yet to be determined. It is possible they will invest heavily enough to give them a voice in the management of the speedway. Otherwise they could not be certain of holding motorcycle meets there.

But as dealers they cannot go into the club as deeply as manufacturers can. It is planned that the manufacturers of motorcycles, and especially those companies which maintain racing teams, will be invited to become members of the club. In this way they can cooperate with the dealers who represent them.

If the project matures rapidly and the construction of the track is commenced early enough in the spring to enable the contractors to complete it by midsummer, Detroit may bid for the state meet of the F. A. M. this season. At present there is no club here fit to take charge of such an event, but if prospects are favorable the Harley-Davidson Club can be reorganized, with an extended scope and new name, in quick time.

Arthur Ketcham, of Toledo, who is state commissioner for Michigan, has not given any intimation as to how he regards the bids of Grand Rapids and Jackson in the same state for the meet. Detroit men are hoping that he holds up his decision until they ascertain whether they will have anything to offer.

Baltimore Motorcycle Show Will Be Representative

The motorcycle section of the automobile show, which will be held at the Fifth Regiment Armory, Baltimore, Md., from January 19 to 23, will be well representative, seven of the biggest dealers having already engaged space, while others will come in before the time limit for receiving applications expires. A separate room of large dimensions has been turned over to the exhibitors of the two-wheelers and they are planning to make their end of the show a greater success than the one last January. The dealers entered so far include the Heinz Motor Co., Harley-Davidson; H. A. French & Co., Indian; Standard Motor Co., Cadillac; G. C. Sandruck, Merkel; Merryman & Robison, Dayton; Maryland Cycle Co., Yale; John F. Kitz, Emblem.

House Joins Patterson's Selling Force.

A. C. House, who until a short time ago was connected with the Hendee Mfg. Co. in its Springfield headquarters, has joined the sales force of A. H. Patterson, who has the Indian and Henderson agency in 1080 Bedford avenue, Brooklyn, N. Y., and has assumed charge of the sales department.

Anticipating an increased business in 1915 Patterson is increasing his floor space by an addition to the rear of his establishment which when finished will contain the storage room and repair department, in which manner the available space in the salesroom will be increased by the removal of the repair-shop.

Oakland Holds Agents' Show

Following the lead of San Francisco dealers, the Indian agents in Oakland, Cal., J. A. Wilson & Sons, held an exhibition recently.

Visitors to the number of 300 or 400 came and plied the salesmen with questions about the new models, while refreshments and dancing served to add social zest to the gatherings.

Kluczek Moves and Takes on the R-S

W. J. Kluczek, who formerly handled the Emblem and Jefferson in 50 William street, Newark, N. J., has moved to 47 William street, where in larger quarters he will sell the Reading Standard and Emblem motorcycles. Kluczek anticipates a bright business year.

CONTRACT HAS BEEN LET FOR SPEEDWAY IN CHICAGO

Proposed Chicago Speedway Will Be Completed by Next June—Course May Be Opened to Motorcycle Events

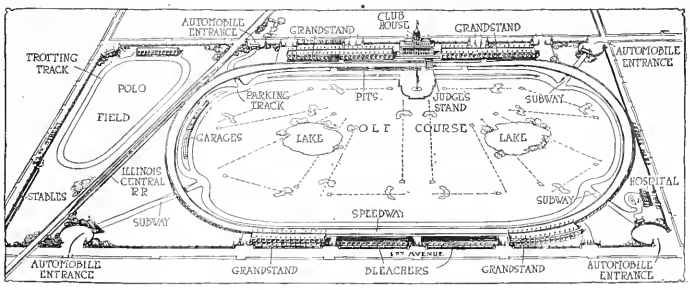
After having built at least a half-dozen speedways on paper, it really begins to look as if Chicago is about to come into its own and that by the middle of next summer Illinois will have a track for automobile racing that will stand comparison with any in the country. This is the offering of the Speedway Park Association, which announced that it had placed the contract for the construction of a two-mile board speedway to be completed by June 1 under the terms of the agreement.

The course was designed as an auto speedway and a race of four-wheelers is to be held there on June 16. But it is expected that motorcycles will soon find their way to the grounds, as it is difficult to picture anything better suited to the requirements of motorcycle racing.

It is expected that the F. A. M. will shortly take the matter up with the proper officials and endeavor to get the great speedway for at least one event next summer.

On such a course, void of sharp curves and with the turns banked to the limit of speed—nearly 100 miles an hour—the racing two-wheelers could show their heels to all previous time records and set new marks for all the big distances.

The association was formed last June but purposely the organizers have refrained from publicity until all its plans had matured. The climax came last week with the signing of the contract for the actual construction of the track. The full title of the organization is the Speedway Park Association, and the



Plan of the proposed Chicago two-mile speedway to be completed June 1st

Speedway Park Club, with headquarters in the Marquette building, Chicago. It has secured 315 acres of level ground situated on the west side of the city west of the Desplaines river between Maywood and Riverside, bounded on the north by 12th street, on the south by 22nd street, on the east and west by 1st and 9th avenues, and reached by nine transportation lines. Those who drive from the business section will have a fine 10-mile drive over boulevards.

The track surface is to be 2 by 4's, laid edgewise, with ¼-inch space between. The supports are to be of wood set at proper intervals upon concrete foundations or piers, the bottom of which will be below the frost line. The straightaway runs are to be pitched about 1 foot toward the inside. The north turn is to be figured for a maximum speed of 90 miles an hour. The south turn track level at the outer edge is to be the same level as the north turn, although the radii are not alike.

The track will be 60 feet wide on the homestretch and 70 feet on the turns. On the first turn there will be three different radii and the whole idea is to secure a speedway that will be safe and at the same time produce interesting competition. The backstretch will be 50 feet wide.

The contract for the track calls for a minimum expenditure of $500,000 and with the maximum at $1,000,000. The contractor has given a bond of $200,000 to complete the work by June 1 and next week 500 men will be put to work on the property. Fortunately the land is vacant so no time will be lost in wrecking old buildings. Work will be continued all winter.

Luncheon Invitations Sent Out by Cycle Parts and Accessories to Trade

Following its custom of acting as host to and breaking bread with its fellow craftsmen of the cycling trade industries, the Cycle Parts and Accessories, through its Committee of Arrangements, W. J. Surre and C. A. Moorehouse, have sent out invitations to a luncheon to be given in the Hotel Astor in New York city on Wednesday, January 6th, at 1 P. M.

The mid-winter meeting of the Cycle Parts and Accessories Association will be held in the morning of that day and will be called to order at 10 A. M. in the Astor. In the same building at 11 A. M. will be held the second annual meeting of the Motorcycle Manufacturers Association, which was incorporated under the laws of the State of New York a few days before the meeting held January 8th, 1914. The annual election of officers will take place at this meeting.

The quarterly meeting of the Cycle Jobbers Association of America also will be held in the Astor on the 6th.

British Embargo on Exports Seriously Affects Business

The situation confronted by the American rubber manufacturers as a result of the embargo placed on the exportation of crude rubber from Great Britain and her colonies, is set forth in a statement issued by the Rubber Club of America, which includes the leading manufacturers and importers in this business. The point is made that England's action means the cutting off of 50 per cent of the normal supplies of crude rubber required by the industry in this country.

A special committee of rubber manufacturers and importers has been working with the State Department at Washington, but owing to the uncompromising attitude of the British Government, nothing has been accomplished. Unlike the majority of American industries, the rubber industry is wholly dependent on raw material brought from abroad.

"England and her allies," it is stated, "cannot use more than one-third of the world's total production of rubber. On this account, and also because the rubber growers in the Far East are largely dependent on the United States market, it has caused no little wonder that the British Government has refused to let supplies come forward to manufacturers here upon their giving proper guarantee against re-exportation. If this attitude is persisted in, the only reasonable inference is that England is trying to use this kind of pressure to obtain concessions from our Government."

It is pointed out that fully 125,000 persons are directly or indirectly employed in the rubber manufacturing industry.

English Export Figures for the Month of November, 1914

The English Board of Trade returns for November show that bicycle exports from that country were cut in half. The figures for November, 1913, are $727,000, while for the month just passed they are $356,000.

These figures represent the total value of cycle exports, tires and parts, as well as machines. The number of bicycles exported decreased from 11,000 to less than 5,000.

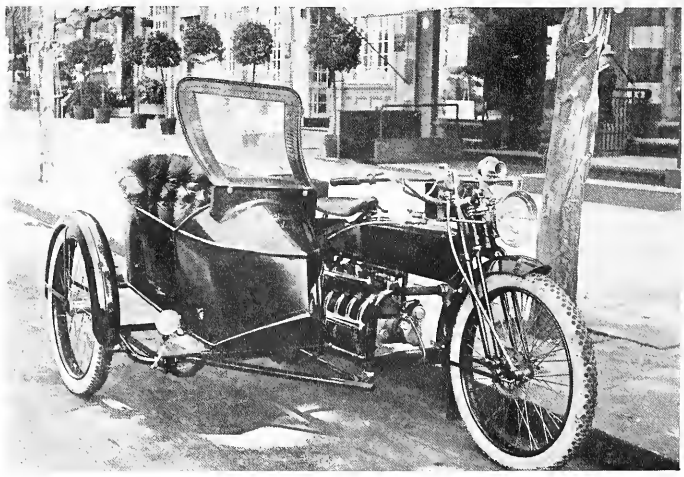
The figures for the exports during the eleven months ending November show a cut of about 25 per cent in value, amounting to approximately $2,500,000.

For motorcycles the trade returns are not discouraging. The total value of machines, parts and tires exported during the last month exceeded by a small margin the value for the same month last year. The returns for the eleven months ending November show an increase of about 10 per cent.

New Indian Sub Agency

Last week saw the opening of a new Indian agency at 343 San Benito street, San Francisco, Cal., under the name Griffin & McGinness. The store was formerly Reed's, and the Indian will not be the only occupant of the wig-wam, for the Pierce, Snell and other bicycles will be handled.

Motorcycling Comfort and Neatness Is Here!



A Henderson, fully equipped, with Rogers sidecar waiting for its occupants

"Advertising Boosts Business"—Pflieger

Brooklyn Merkel Dealer, Whose Store Is Located in an Isolated Section, Draws Business by Advertising in Metropolitan Daily—Does Not Sell on the Installment Plan

Located in a section of Brooklyn, N. Y., that seems at times desolate and deserted, as some of the French towns we read of in war stories, and within a stone's throw of a large graveyard, John Pflieger has nevertheless been able to sell over 60 Merkels last season and half as many bicycles, besides making abundant repairs and disposing of a large stock of accessories.

And he doesn't believe that this was due to his proximity to a cemetery—no spooks, Pflieger assured me, ever bought any two-wheelers from him. In fact, he doesn't believe in spooks. His customers are real, live people who dwell within a radius of 20 and 25 miles from his store.

Distant Riders Visit His Store

If Pflieger were to rely for his sales upon the patronage of riders and prospects within a few miles of his place, he'd sell mighty few machines. Of course, in nearly all small towns a man will come from many miles away to make a purchase, since there are no suitable shopping centers nearer his home. But in a great city like New York, with its millions of inhabitants, where stores of all kinds are usually conveniently located, it's rather remarkable to have a customer ride out to an isolated spot to get something he wants. So Pflieger's success isn't by any means an ordinary success.

How did he build up his large following under apparently adverse conditions? He isn't a dealer of prepossessing appearance or extraordinary personality, neither does he strike one as being a great hustler.

Well, I haven't seen Pflieger's coat of arms, but if he has one it must bear a motto that runs: "Mein felt ist die Welt"—or something like it. He doesn't exactly roam all over the world to get a prospect, but he stretches the arm of publicity all over the great Metropolis. He advertises.

He advertises in a big metropolitan daily that circulates throughout the five boroughs of New York city. Results, he claims, are gratifying, for numerous inquiries are received, many of which lead to sales. This and the fact that Pflieger believes in the square deal, which he has practised among his friends for 11 years, account for the success of the Brooklyn Merkel distributer.

The store, which is located at 1604 Bushwick avenue, is a large and well-

John Pflieger

lighted place with two good show windows. There is nothing attractive about it, either on the inside or outside. As I approached it I saw a Flying Merkel standing in each window, while within there was a show case disclosing accessories, perched on a counter, a bicycle rack, several new machines in the rear and lockers for riders flanked the back wall. Shut off from the salesroom was a large repair-shop.

Uses Classified Advertising

"What kind of advertising do you do in the daily paper?" I began, after we had exchanged commonplaces.

"I find that a classified ad will bring results," replied Pflieger. "I tried other methods of advertising, but none has been as productive as the one I now use."

"Have you any other way of getting prospects?"

"Why, just the usual ways: through the recommendation of customers and also from the manufacturers. From my ads I get inquiries from people living at quite a great distance."

"Do you follow up all those who respond to the advertisements you insert in the daily?"

"Not thoroughly in all cases. If a man lives at a very distant place we send him a catalog and several form letters. Should these elicit no answer, we drop the prospect. But in the case of those living within a reasonable distance we do the same as above, and in addition make personal calls and give demonstrations."

"Sell on the installment plan?"

Money Lost By Deferred Payments

"We didn't do it during the past season. Our experience has shown us that the greatest loss of money comes from this source. Of course, if a fellow buys a $225 machine and he pays about $175 we will let the balance go on installments, charging 10 per cent on the unpaid portion. Nearly all our sales are cash, and we have had no difficulty selling motorcycles in that way."

"Take second-hand machines in part payment?"

"Surely. And we make no restrictions on the number of any make which we accept. There's next to no profit on used machines which we take in. We're happy when we break even, and often we have to give more than we can expect to get for them. In making allowances the year of the model is taken into consideration, but we have no hard and fast rule. Each case is treated individually."

"Do you repair and guarantee seconds before selling them?"

"Always we go over a machine very carefully, and if it is in good condition we do not touch it. Our guarantee covers two months."

"Are claims on new machines adjusted by you or the factory?"

"We have a full line of parts in stock and make good any defect that may occur in a machine. Of course, we obtain credit for bad parts when they are returned to the manufacturer."

"Is there a good profit in repairs for you?"

"That's one of the best sources of incomes here. We maintain a well-equipped repair-shop and will fix up any old

machine, barring no make whatsoever."

"Do you keep any sideline to help you over the dull portion of the season?"

"Motorcycles and bicycles with sundry supplies for both are all we keep, and in the winter we try to get advance orders for new models and put the store in good shape."

"Decorate your window?"

"I have thought very seriously of window decoration and have read carefully the splendid suggestions made in Bicycling World and Motorcycle Review. I came to the conclusion that since this store is in an isolated section and little or no traffic passes it, that window displays would be a waste of time and money here. But understand that I am not speaking against displays. If I were located in a business section, I'd make much better use of my windows."

"Don't you think that being located here is a drawback?" I ventured to ask at the risk of being kicked out.

"Perhaps it is to an extent. But we've been here for all these years, starting first as bicycle dealers and later taking on motorcycles, that all the Merkel riders in Brooklyn know us, and the results being obtained are satisfactory."

"Do you give discounts or throw in any accessories when you sell a new machine?"

Will Not Cut Prices

"We absolutely do not cut list prices," replied Pflieger. "But," he continued with a smile, "riders usually insist upon a horn and we have to give them one. Dealers may say that they always sell a machine bare, but my experience has shown that a great many will throw in accessories for nothing."

"How about sidecars?"

"Sold six last season and expect to get one in for demonstrating purposes shortly. The percentage of increase from year to year shows that there is a growing demand—at least in this place."

"Have you any subagents?"

"We have three now and I am looking for some more. I believe in giving the agents advice on selling and showing them how to demonstrate. One man sold seven machines for me last season."

"Do you hold any club runs?"

"We have some good runs among ourselves. When we hold little races on country roads we make a rule that that half of the crowd which comes in last must pay for the dinners. Racing for money is bad for the business, for it leads to quarreling among the riders."

Just then a little girl stuck her head into the salesroom and called out: "Dinner's ready." Pflieger went to dinner.

FRAUDS MASQUERADE AS CONFIDENTIAL WAR AGENTS

New York Infested With Mysterious Brokers Who Seek to Buy or Sell for Alleged European Powers

Not all the mysterious-looking men that are to be seen in the lobbies of the big New York hotels these days—particularly the McAlpin, the Martinique, the Waldorf and the Vanderbilt—are agents of foreign governments; nor, on the other hand, are they men who have something to sell, though they may give that impression. The secret was given away recently by L. B. C. Delaney, a lawyer of Washington, who, with his clients, has 40,000 horses to dispose of.

"This war has developed an entirely new industry, at least so far as this generation is concerned," said Mr. Delaney at the McAlpin to a representative of the New York Times. "It has produced the war commission broker.

"I have met here former agents for steamboat lines, ex-brokers, ex-clerks, and engineers, and they have all got contracts from foreign governments, or they have something to sell," he said. "In most cases I have investigated, neither is true. They know somebody or profess to know somebody that has the one or the other. They belong to the great class of middlemen who want to make commissions. As a rule, they are fakes, pure and simple—at least, that has been my experience. I mean the fellows who hold you up in the hotel lobbies and who run after you on the streets. How they manage to get hold of one's name and his business beats me, unless they make it a business

Having good sport braving the wintry ocean breezes of Atlantic City

"Why I have received dozens of letters from concerns stating that they understood I was buying things for foreign governments and begging to have me look over their catalogs. I have been suspected of having come from Europe to make contracts, instead of its being the other way. I have got something to sell, myself.

"I will be walking through the corridor when a mysterious-looking man—he may be well-dressed, or he may be shabby, or he may look as if he had assumed a disguise proper for the occasion. He will first give me what looks like a 'high sign.' Then he will sidle over in my direction and whisper in my ear, as if my identity were a state secret, 'This Mr. Delaney?' Then he will run on: 'I understand you are purchasing supplies for foreign governments. Now, I have so many head of horses, so many old overcoats, so many thousand rounds of ammunition, so many cannons, so many guns of every description," or something of the sort. I always let them talk, and then they won't believe me when I tell them I am buying nothing.

"Then there is the other kind, who want to purchase anything in the nature of war supplies. They are just as mysterious. If they find out that I have horses, they want me to give them an option on them for two or three days. When I ask them to take me to the real man who has the contract they admit that they cannot do that at once, but their relations with that person are of such a close and confidential nature that they can do anything, but it will take a little time. They can put me in touch with Prince Somebody, or Count Soandso, or Colonel X. When I ask to be put in touch they say they will consult their clients and disappear. Later comes a telephone call, which gives the information that their man has gone to Washington. If I will give them absolute carte blanche in the matter they will purchase the horses and equipment from me. Often such a 'deal' has ended in a request to borrow money from me.

"Some of them make their way to my rooms and if the door happens to be unlocked they will open without knocking. If they see a piece of paper lying on the dressing table, they will try to get near enough to it to see it. None of these I mention are German secret agents, because I know pretty well who those fellows are."

Motorcycle dealers who are approached by such men ought to take every precaution against fraud. Unless they know the sincerity of the brokers, dealers should not waste any effort on them.

GOODYEAR WINDOW DISPLAY DEPARTMENT IS KEPT BUSY

The holiday window displays in the windows of the branches of the Goodyear Tire & Rubber Co. are attracting a great deal of attention and favorable comment. The company has a regularly-established window display department, conducted by a window expert of national reputation, and the Goodyear displays are standardized and put out on a national basis.

For Christmas week, for instance, the window of every Goodyear branch carries a display consisting of three pendant tires side by side—each with a decorative bell in the center and each tire draped in festoons appropriate to the season. Below the displays, in the windows, are other groups of Goodyear tires.

The New Year's display is unique. An open book bears across its pages the words "Goodyear Resolutions, 1915." A tire—the middle of three grouped together—serves as the rim of an impromptu clock, the hands of which stand at 12.

The Goodyear Tire & Rubber Co. has been conducting a national campaign for some time in an effort to convince tire dealers of the value of window displays in selling goods.

At first, many dealers were skeptical. "It might be all right in the dry goods business," they argued, "but it won't sell tires." Actual experience, however, has produced surprising results, and the Goodyear window display department is now one of the busiest places in a busy organization.

Metropolitan Motorcyclists Meet Jan. 7

The meeting of the Metropolitan Motorcyclists Association, scheduled for Tuesday evening, December 29th, has been postponed until Thursday evening, January 7th, and will be held in the Assembly Hall of the World Building, Manhattan. An effort will be made to secure the attendance of A. B. Coffman, president of the F. A. M., to address the meeting, and every one interested in motorcycling, riders and dealers, in and around New York is urged to be present to give the national president a rousing reception. The president has just completed a trip across the continent and will have an interesting message to give the riders in New York. Clubs having meetings scheduled for that night are urged to go to the big meeting in a body. The election of officers for the Metropolitan Association will probably take place at this meeting, and important plans made for the future.

"High Advertising"

Trade mark sign of O. Bertelson & Bro., Fergus Falls, Minn.

Three Added to Motor Wheel Boosters

Three more large distributers were added to the list of those who have taken on the Smith Motor Wheel during the past week. The new representatives of the "Bicycle Booster," which is made by the A. O. Smith Co., of Milwaukee, Wis., are: The Nebraska Cycle Co. ("the House of Mickel"), of Omaha, Neb., which will look after that state and western Iowa; the R. J. Leacock Sporting Goods Co., St. Louis, Mo., Missouri, Kansas and Arkansas; Jenkins & Co., Inc., of Des Moines, Ia., will cover the central part of that state.

New Stewart-Warner Service Stations

The Stewart-Warner Company now operate service stations in Seattle, Tacoma, Portland and Spokane, in the state of Washington. Ballou & Wright and Chanslor & Lyon, accessory dealers, both have Stewart-Warner service stations in Seattle, while the Automobile Supply Company has charge of the same work in Tacoma. At Portland, the Westcoast Supply Company is headquarters for the Stewart-Warner service.

To Enforce Tacoma Ordinances

Word has been received from the county and city commissioners that they will gladly cooperate in connection with the scheme of the Tacoma Motorcycle Club, of Tacoma, Wash., to appoint from 25 to 50 deputies to enforce the traffic ordinances and to protect the roads from broken glass, as well as to arrest destroyers of signs.

Grable in New Quarters

Ted Grable, special representative of the Master Carburetor Co., will hereafter make his headquarters in Seattle, Wash., to further the interests of his company in the Northwest.

"Finger Boards" for Oregon

A campaign has been launched in Oregon to install guides or "finger boards" on all roads and highways in the various counties of that state.

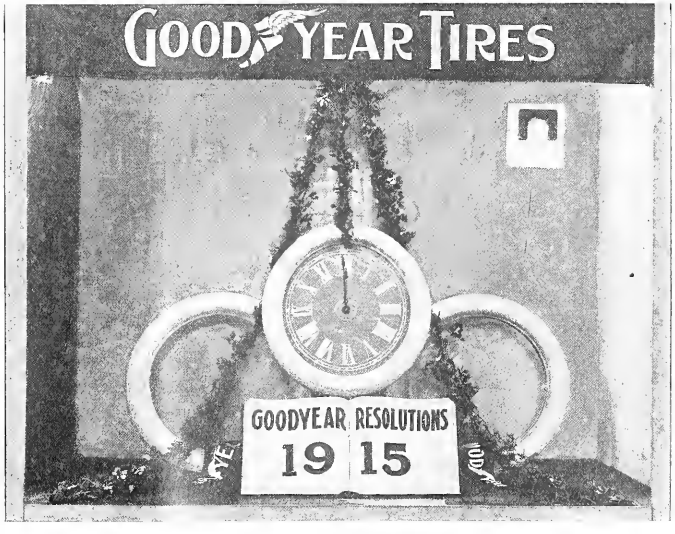
Such signs are a great aid to the touring motorcyclist.

Watch for This Stolen Machine

A 1912 single-cylinder Harley-Davidson is reported stolen by Glenn A. Scott, Marion, Ind. It is 4-horsepower, belt drive, motor No. 5665B.

Spokane Company Takes Federal Tires

The Spokane Cycle & Supply Co., of Spokane, Wash., has recently taken the agency for Federal tires.



New Year's window display of Goodyear Tire & Rubber Co.

What Is New in England

ARTICLE II

Some Features of English Engines That Appeal to American Eyes—A Popular Service Model

In the article published a week ago the question of design in the 1915 British models, together with the transmission system, was discussed.

The machines are assembled from the same parts very largely, and so are much alike. Five or six makes will often have the same front forks or countershaft gear.

In very few cases is there a radical re-designing of engines in the English 1915 models. The changes are more in the nature of refinement and show a tendency to favor the light engine over its heavier brother. In this line the "motorcyclette," or ultra light machine, weighing in the neighborhood of 100 pounds, is gaining in popularity. These miniature machines carry engines of from 1¾ to 2½ horsepower and are often two-speed belt-driven machines.

The F-N lightweight machine is one of the most popular of this class.

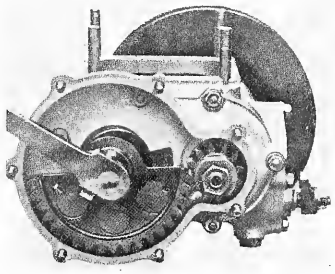
The Unusual F-N Lightweight

The F-N single-cylinder lightweight machine has achieved, in common with the other models emanating from the well-known concern by whom it is manufactured, a reputation for efficiency. It is one of the most completely equipped medium-powered machines on the market, being fitted with two-speed gear, multiple plate clutch in the flywheel, kick starter, and totally enclosed bevel and shaft transmission.

The engine is set transversely in relation to the frame, and the latter is designed with a special form of cradle for the engine, a feature of the design of this cradle being its great strength. The bore and stroke of the cylinder are 65 mm. by 85 mm., the capacity being 285 c.c.

The inlet and exhaust valves are both placed in front of the engine and mechanically operated. The two valves themselves are of large diameter and the tappets adjustable. Long bearings are provided in the engine and special attention has been paid to their lubrication, oil ducts and grooves being formed wherever necessary.

In looking over the specifications of the models for next year the two-stroke machine is repeatedly observed. The disadvantages of this type seem to have been outweighed in the minds of English manufacturers by the additional speed and simplicity obtained. The illustration on this page shows a typical two-stroke, the Enfield, with the tank slanting to provide an unusually low position for the saddle.



New Rover kick starter with cover removed

The leader of the "Rudge" line is a new 7-9 horsepower twin. The cylinders have a bore and stroke of 85 by 88 mm.; the valves are of the overhead mechanically operated type. The timing gears are of very simple design and interchangeable, a single cam operating the inlet and exhaust rockers. Roller bearings are fitted at both ends of the connecting rods and ball bearings to the main shaft. Thus every provision is made for a free running engine, and the inlet and exhaust mechanism is designed throughout on generous lines. Extension pipes are fitted to the muffler to provide better silencing arrangements. This arrangement has been found efficient.

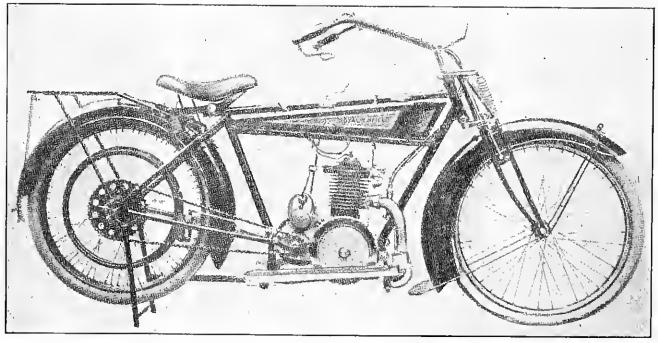
Variety in type is to be seen in the British machines of today. The popularity of the sidecar has produced a demand for machines of from 3½ to 8 horsepower, and has produced heavier belts than formerly were in use in the belt-driven type, and a wider adoption of multi-speed gearing more generally of the two-speed type. In one or two cases where overhead valves are used casings have been adopted for the valve stem spring and rocker to decrease the noise of operation.

What the British Soldiers Ride

The New Hudson 4-horsepower Military Service model is a substantial machine with many excellent features. The frame design is so arranged as to give a vertical seat mast, parallel to the cylinder, which is also vertical. It is a three-speed mount with a gearbox of the sliding pinion type with dog clutches and is operated through a gate change control. The ratios are 4¾, 7½ and 15 to 1, the latter being useful in emergencies. On the left side are the sprocket, in which is incorporated a multiple-plate clutch with cork inserts, and a large diameter belt pulley. On the right is the clutch control, connected up to a pedal, and the kick starter, the latter being of the sector and pinion type and entirely enclosed. The adjustment provided for the clutch control consists of a flange around which is a series of holes, each of which is available for attaching the control rod.

A novel accessory now appearing on the British market is the rifle clip, consisting of a leather socket for the butt of the rifle, and a clip for the barrel.

[Next week this series will be continued with a short article on the British bicycle.]



Enfield two-stroke lightweight—note tapered tank to give low position to saddle, and small tires

The Bicycling World and Motorcycle Review Founded 1877

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NEW YORK, DECEMBER 29, 1914

A WARNING AGAINST WAR AGENT FRAUDS

There is no doubt but that the European governments participating in the war are going to buy large orders of bicycles and motorcycles in these United States, but American manufacturers who are looking for orders of this kind cannot be too cautious in investigating the credentials of the men who approach them on this subject.

The New York Times recently called attention to the fact that all of the big New York hotels were crowded with mysterious looking men purporting to be "in close touch with Prince Somebody or Count So-and-So or Colonel X," and that they claimed to have full power to make enormous contracts for foreign war offices. Usually the subject is introduced with injunctions to the greatest secrecy and an advancement of expense money is a required condition to the securing of the "contract."

Of course, the large manufacturers in our field are men of wide experience who can readily see the inconsistency of men in close confidence of a foreign government asking for transportation and expense money in order to put through a deal in their behalf, and are not slow to advise such a pretended agent to secure aid of this character from his minister at Washington. but we are distressed by rumors of deals which have been made by local dealers with foreign "agents" of this type, and which, if true and actually consummated. can result only in loss to the dealer.

When a government goes into the market to make purchases of war supplies, there is no need of the great secrecy and mystery which these pretended emissaries affect, neither will there be any demand made for passage money or expenses, and we desire to caution all dealers and manufacturers who might be tempted to accede to any of these unbusiness like demands.

It is always safe to ascertain what standing the "war broker" has with the consul or the minister of his government, because it is inconceivable that a representative of a foreign power should be here, entrusted with a mission of the greatest commercial importance, without being known by his own country's diplomatic agents.

A great deal of time and money have already been spent by American manufacturers following up visionary leads and tips concerning foreign contracts. Some genuine ones have been placed and a great many more genuine ones are to come, but it is because of the fact that there have been and will be real contracts that the "war broker" is able to play his game with frequent success.

As we stated at the outset, this is written not so much to caution the larger manufacturer with his extensive business experience, but the smaller manufacturer and the middle man who, lured by the prospect of big business easily secured, is liable to proceed without the caution which would actuate his every day business.

TAKE AN INVENTORY FOR THE NEW YEAR

Along with snow and Christmas trees and holly and other signs of the season the new year has arrived.

What are the dealers going to make in the way of resolutions?

Well, why not start right and clean shop. Make an inventory. Find out what goods are in stock, what you have paid out and how you figure on the cash register. The New Year is the time of all times to get out your inventorial broom and sweep the cobwebs from the corners of your shop. Suppose fire guts out your establishment within the next week or two—what are you going to face the insurance agent with if you have not taken an inventory?

The dealer who postpones his taking stock may be morally convinced that he is doing a perfectly safe thing, but facts are against him. Other men have been caught by fire or become tangled in the financial web and the same fate may be his in spite of his sense of fancied security.

Again, the question of accessories comes up. How is the dealer to know if his stock is complete and up-to-date without the annual or semi-annual inventory? Old accessories may be stowed away in the corners. They must be replaced by the newer products from the factories.

Start right!

Springfield Club Banquets and Endorses Proposed Legislation

A Goodfellowship Dinner was given by the members of the Motorcycle Club of Springfield in that Illinois city on Wednesday, 16th inst., which proved a fitting climax to the series of entertainments given by the organization since it was organized last March. The repast was served in the St. Nicholas hotel.

In addition to the members there were many invited guests present and when the cigars were served and the waiters had withdrawn the diners listened to words of cheer, encouragement and advice from the speakers. The principal speaker was Joseph A. F. Fox, who is connected with the state automobile department. Fox selected for his topic "The State and the Motorcyclist" and discussed the various relations of the one to the other. In the course of his remarks he asked for and was promised the unanimous support of the club, and he was promised that the club would endeavor to get other organizations to support him in his endeavor to have legalized a new form of license plate for motorcyclists to be used in 1916; it being too late to accomplish anything in this direction for the new year.

Fox proposed to have the new plate so designed that it would run along the rear mudguard instead of across it as at present, which, he said, was a nuisance as it was often in the way when mounting or dismounting and was liable to be bent or broken when the motorcycle was leaned against the wall or when it should fall.

At the conclusion of the speeches the club formally issued a request that all the motorcycle clubs of Illinois become active in advocating the proposed change and send their respective endorsement of the plan to Mr. Fox, addressed to the Automobile Department, State Capitol, Springfield, Ill.

Rockford Club Holds Annual Election

At a meeting held recently by the Rockford Motorcycle Club in the Illinois city of that name, R. A. Croon was elected to the presidency. The other officers are: Vice-president, William Swanson; recording secretary, Ralph Olson; financial secretary, Henning Johnson; captain, Frank Elendson; board of directors, E. J. Larson, William Erlandson, Frederick Ennett.

The annual dinner of the organization will be held on January 16 and following its old and established custom the club will number among its guests many men who are prominent in the trade and their friends.

Looking Forward — Coming Events

January 1, Newark, N. J.—Annual sociability run of the New Jersey Motorcycle Club.

January 1, Portland, Ore.—Second annual elimination run of Portland Motorcycle Club, 15 hours.

January 1, Madera, Cal.—Annual New Year's road race.

January 1, New York City—Annual New Year's Day race of the New England Wheelmen of New York from clubhouse to Pelham Bay bridge and return. Will start at 10 A. M. regardless of weather.

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 6, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

January 6, New York City—Meeting of the Cycle Jobbers Association of America in the Hotel Astor at 10 A. M.

January 6, New York City—Luncheon tendered by the Cycle Parts and Accessories Association to the Motorcycle Manufacturers Association and the Cycle Jobbers Association of America, in the Hotel Astor at 1 P. M.

January 6, New York City—Mid-winter meeting of the Cycle Parts and Accessories Association in the Hotel Astor, 10 A. M.

January 19-23, Baltimore, Md.—Motorcycle exhibition in connection with the automobile show in Fifth Regiment Armory.

February 21-22, Savannah, Ga.—Endurance run under auspices of the Savannah Motorcycle Club from Savannah to Augusta, Ga., and return.

February 26, Milwaukee, Wis.—Exhibition of motorcycles, bicycles and accessories at Juneau Hall, Milwaukee Auditorium.

Milwaukee Club Elects Officers

The Cream City Motorcycle Club, of Milwaukee, Wis., had an election of officers on the 21st inst., at which the following men were chosen: President, C. G. Erickson; vice-president, Ed. Reese; secretary, E. Beman; treasurer, A. Eggerbrecht; captain, W. Brown, and lieutenant, A. Cogan.

The treasurer's report revealed the pleasant fact that the strongbox contained a neat "roll"—so neat that a committee has been appointed to purchase a piece of ground on the lake front at North Lake, Wis., a distance of 32 miles from Milwaukee over excellent roads. Plans have already been formulated to construct a club house to accommodate 50 members, together with an adequate garage and repair-shop. When completed the house will be the permanent camping place for the club in the summer time. What with swimming, boating, fishing and other sports which the lake affords, the club votaries of the two-wheeler ought to have rollicking times at their country place.

On December 27th an entertainment at cards with refreshments was tendered to the members and their ladies.

Savannah Plans Endurance Run

The first endurance run of the Savannah Motorcycle Club for 1915 will be held on February 21 and 22, the course being from Savannah to Augusta, Ga. and return, a distance of 264 miles.

Work on plans for the event is now under way and the checking stations have been decided upon and officials in charge of each named. On the outward trip, Statesboro and Waynesboro have been selected, while on the home trip Sylvania and Springfield have been chosen. With Washington's birthday a legal holiday and following a Sunday, it is hoped and expected the largest field ever assembled for an endurance run will compete for the prizes offered. Entry blanks can be secured from O. A. Meyer, the secretary, 13 York West, Savannah.

Erie Motorcyclists Elect

On the 20th inst., the Erie Motorcycle Club of Erie, Pa., held its annual election of officers with the following results: President, O. H. Schmelter; vice-president, A. J. Hersch; recording secretary, C. J. Zeffer; financial secretary, C. H. Busche; treasurer, M. J. Applebee; captain, C. J. Seeler; lieutenant, P. F. Harvey. The Erie club has at present about 100 members, who have enjoyed some very pleasant entertainments during the past few months. Captain Seeler has just secured a new Harley-Davidson twin and promises to "show" his fellow members a thing or two next year.

M. Scovill, a pioneer motorcycle dealer of Vancouver, B. C., spent the past week in Portland, Ore., with a view of securing a business location, as the European war has caused great business depression in British Columbia.

In the Old Days of the Secret Price-marks

How Merchants Graduated From "Hoss Trading" to Open Price Marks and One Price on All Goods

The retailer who has been in business 30 years or more can look back to the days of the secret price marks and wonder how it was possible to bring about such a phenomenal change in so short a space of time. In days gone by it was considered business suicide to mark the price of goods in plain figures. All sorts of secret hieroglyphics were used to tell the dealer or the salesman what he ought to get for an article of merchandise. In order to leave a margin for bantering it was customary to ask considerable more than the dealer expected to get for the article. If the customer was not a good buyer he got the worst of the bargain. If he was good at "trading," it was possible that rather than lose the sale the dealer would shave a little off the secret price marked on the goods. Retailing in those days resolved itself into a sort of "hoss trading," and a different price was paid by each customer.

Some retailers say that only the cost price was marked and then they got as much more as possible, and sometimes rather than let a customer get away, the article was sold at actual cost, and actual cost in this instance represented only the amount paid to the jobber or the manufacturer, and the customer paid dearly for something else.

One Merchant's Story

One of the merchants who once did business on the old and antiquated plan said recently:

"When I first entered a retail store as chore boy to do the sweeping, build the fires and run errands, I was not trusted with the key to the price marks. This key to me long remained a secret. Even after I was entrusted with the responsibility of selling goods, it was necessary for me to go to the proprietor in order to learn the selling price. I would tell him the letters on an article, and he would tell me what to ask for it. The customer would promptly tell me that he could buy the same article of our competitor for a sum considerably less, and it was then necessary for me to return to the proprietor for another price. He never failed to shade the price a little, and sometimes he would make two or three cuts before a deal was made. I tried for a year to figure out that cost mark, but never could, for the reason that the mark never represented the price he gave me. After I had been selling goods about a year, the boss called me to his desk one day and after a thorough lecture on the advantage of secrecy regarding price marks, gave me his secret. It was a great occasion, and I felt as greatly elated as I would had the boss given me a half interest in the store.

An Amusing Incident

"Many amusing incidents grew out of this secret price marking and horse trading tactics. I remember on one occasion a woman came into the store to look at a wagon for her little son. It was one of those old-fashioned vehicles made entirely of wood. The wheels, hubs, spokes, felloes and tires were of wood. The bed was painted red, but there was no sign of paint on the running gear. She was known as a woman who was a close buyer. The price marked on the wagon was $1.50. I asked her $2 for it. She 'hemmed and hawed' about it and finally I cut to $1.75. To my surprise she took the wagon. A few days later her neighbor came in to buy one of the wagons. The boss waited on her and sold the wagon for $1.50. Naturally, the two women got together and compared notes. Number One came into the store as mad as a disturbed hornet. Of course, I was blamed for the error, the woman was given the difference and she went away happy. There were hundreds of such incidents.

"When I went into business for myself I followed the same tactics. Finally I began to read in the trade papers that the merchants who were marking their goods in plain figures and holding out for the price were making it win. It didn't seem possible, and it wasn't for more than ten years after that that I decided to do away with the secret selling mark. I believe there will come a time when the cost price also will be marked in plain figures. The man who is getting a legitimate profit should not hesitate to tell his customer how much he is making on an article of merchandise. Anybody can learn what the grocer is making on butter or eggs, or any other article except possibly the trade-marked goods. Anybody can learn what he is paying for sugar or cheese; everybody pays the price and finds no fault with the grocer."

The day of secrecy in the retail business has passed. One price to all is no longer advertised. Not so many years ago the man who adopted this policy found it convenient to advertise it as one of the advantages of trading at his place of business. Today the one price store is no longer the exception.

Retailers who were pioneers in this policy found up-hill going; credit for its adoption is given to the late A. T. Stewart, who became disgusted with the policy of all prices to all customers and turned over a new leaf, giving every customer the same article for the same price. And, as mentioned by the old-time dealer, it is not improbable that at some time in the not far distant future even the cost mark may be put in plain lgures.

A Word Upon Road Maintenance—
Careful Upkeep Saves Poor Roads

There is no phase of the road problem more important than that of maintenance. The general impression that there are certain types of roads that are permanent is erroneous. No permanent road has ever been constructed or ever will be, according to the road specialists of the U. S. Department of Agriculture. The only things about a road that may be considered permanent by the most skillful highway engineers will soon be destroyed by the traffic, frost, rain, and wind, unless they are properly maintained. But the life of these roads may be prolonged by systematic maintenance. A poor road will not only be improved by proper maintenance but may become better in time than a good road without it.

The first and last commandment in earth road maintenance is to keep the surface well drained. To insure good drainage the ditches should be kept open, all obstructions removed and a smooth crown maintained. Except for very stony soil the road machine or scraper may be used very effectively for this work. The machine should be used once or twice a year and the work should be done when the soil is damp so that it will pack and bake into a hard crust,

Wide and shallow side ditches should be maintained with sufficient fall and capacity to dispose of surface water. These ditches can in most places be constructed and repaired with a road machine.

All vegetable matter, such as sods and weeds, should be kept out of the road, as they make a spongy surface which retains moisture. Clods are also objectionable, for they soon turn to dust or mud, and for that reason roads should never be worked when dry or hard. Boulders or loose stones are equally objectionable if a smooth surface is to be secured.

A split-log drag or some similar device is very useful in maintaining the surface after suitable ditches and cross-section have once been secured. This drag can also be used to advantage on a gravel road as well as on an earth road. The principle involved in dragging is that clays and most heavy soils will puddle when wet and set hard when dry. The little attention that the earth road needs must be given promptly and at the proper time if the best results are to be obtained.

In dragging roads only a small amount of earth is moved, just enough to fill the ruts and depressions with a thin layer of plastic clay or earth, which packs very hard, so that the next rain instead of finding ruts, depressions and clods in which to collect, runs off, leaving the surface but little affected.

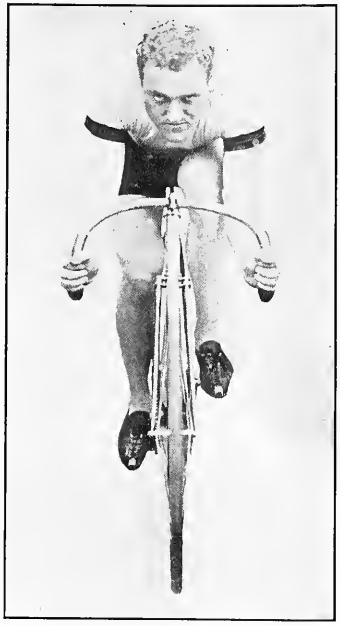
The drag should be light and should be drawn over the road at an angle of about 45 degrees. The driver should ride on the drag and should not drive faster than a walk. One round trip, each trip straddling a wheel track, is usually sufficient to fill the ruts and smooth the surface. If necessary, the road should be dragged after every bad spell of weather, when the soil is in proper condition to puddle well and still not adhere to the drag. If the road is very bad it may be dragged when very wet and again when it begins to dry out. A few trips over the road will give the operator an idea as to the best time to drag. Drag at all seasons but do not drag a dry road.

The slope or crown of an earth road should be about one inch to the foot. If the crown becomes too high, it may be reduced by dragging toward the ditch instead of from it. If the drag cuts too much, shorten the hitch and change your position on the drag. If it is necessary to protect the face of the drag with a strip of iron, it should be placed flush with the edge of the drag and not projecting. A cutting edge should be avoided as the main object in dragging is to smear the damp soil into the proper position.

Use American Bicycles

In the Newark Six-Day Race Many of the Contestants Rode Pierce Bicycles

For the first time in many years of six-day race history, eighteen American bicycles—products of the Pierce Cycle Co., Buffalo, N. Y.—have been used in the six-day grind held at Newark, N. J., two weeks ago. Mounts of foreign manufacture have been almost exclusively employed in the past, so that it is gratifying to cycling enthusiasts to note not only that a large number of the contestants rode domestic two-wheelers, but also that they expressed great satisfaction for the way these bicycles responded to their every effort.



Frank Kramer on a Pierce

The first indication that an American concern had been favored by the racing man was evidenced when Frank L. Kramer, the American champion, in a feature before the opening of the Newark race, rode a Pierce. Kramer confided to a representative of Bicycling World and Motorcycle Review that he believed the Pierce will soon become a popular racing mount with amateurs as well as professionals.

Among riders in the Newark grind who rode single-trackers from the Buffalo factory were Goullet and Hill, the victorious team; Carman, Prevost, Linart, Dupuy, Root and Wohlrab, while others employed similar mounts for spares. Many of these riders are foreigners, and it is, therefore, significant that they have taken to an American bicycle.

To see a number of contestants riding the new mounts on the Newark saucer was an interesting spectacle to onlookers. With their graceful lines of shining black enamel and glittering nickel, these bicycles seemed to augur the time when the American racing two-wheeler will be used extensively again, as it was several years ago.

SIX-DAY BICYCLE RACE WILL BE HELD IN CHICAGO

For the first time in almost twenty years Chicago is to have a six-day bicycle race.

The event, with close to forty of the greatest long-distance riders in the world competing, will be staged at International Amphitheater, in the stockyards district, beginning the night of January 28 and closing the evening of February 3, it was announced last week.

Already contracts have been signed for the building, and Floyd MacFarland, manager of the Cycle Racing Association, with headquarters in Newark, N. J., has definitely closed all necessary contracts for at least eighteen teams of riders.

The coming race will be under the direct management of P. T. Harmon, who will have the active assistance of Paul Cooper, president of Riverview Park, and George Schmidt, also connected with the amusement park on the Northwest Side.

Plans for a ten-lap track have been drawn up. This size will permit of 10,000 spectators viewing the race from different parts of the huge building. The track will be heavily banked to permit of the highest possible speed. The track will be almost a duplicate of the one in Madison Square Garden, where records are made annually.

The latest system of teaming will be adopted in the event here, each contestant to be relieved by a teammate as he pleases during the course of the 144-hour struggle.

All of the greatest of the American and European riders are to appear in this race.

In addition to the men in the long-distance event some of the best short-distance riders in the country will appear here. Frank Kramer, the sprint champion, has signed up to race on the opening night before the big event starts.

Artistically Colored Kokomo Calendar

Who among us has not a fondness for young, girlish faces with their bright cheeks framed in a circle of wavy hair? Lives there a man with soul so dead, who never to himself hath said, "this is the girl for me?" No. If there is, we have never heard of him.

All this is to say that the calendar issued by the Kokomo Rubber Co., of Kokomo, Ind., is an artistic work of the first order and that its subject, executed in colors, is girls—four of them—exquisitely posed and as attractive as the artist, Philip Boilean, can make them.

Such a calendar would readily find a place in any office or home and would be a welcome Christmas present.

Baltimore Buys Harley-Davidsons

The Heinz Motor Co., Baltimore, Md., distributer for the Harley-Davidson, has sold six 1915 three-speed 11-horsepower Harley-Davidsons to the City Engineer's Department of Baltimore. A number of the same make have been sold to the Electrical Commission and the Health Department. Motorcycles are rapidly replacing other kinds of vehicles used by the city where possible, the officials finding them cheaper to operate and of unlimited economic value in facilitating the work of inspectors and others who have to cover a great deal of ground during the day.

New Cycling Firm to Open in Decatur

The Decatur Motorcycle Shop, at Decatur, Ill., will open its doors to the public on New Year's morning. The firm will handle the Harley-Davidson machines, as well as a line of bicycles. Henry Hodge and Ralph Reed, both formerly of Springfield, Ill., will be the partners. The shop will be located at 241 East Eldorado street.

No Motorcycle Show in Scotland

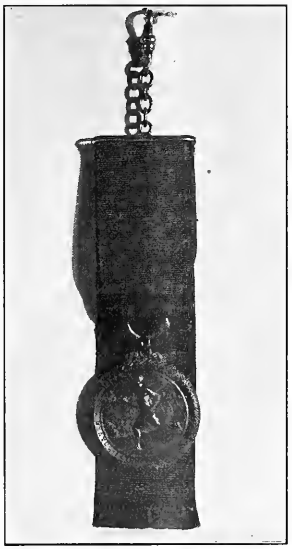
The proposal to hold a motorcycle show in Scotland early next year does not commend itself to the Society of Motor Manufacturers and Traders, that body having been consulted on the subject by the Scottish Motor Trade Alliance. At the last meeting of the society it was officially intimated that such a show would not be recognized officially.

South African Trade

A Cape Town correspondent, once a member of the trade in England, sends us some observations in regard to the motorcycle trade of South Africa and the British share of it. "English firms," he says, "have got a good hold and the bulk of the machines seen here are English. But they are sometimes left through giving sole agencies to a small retail firm. They would do better to find an agent who travels the country and sells to approved agents on three months' bills. There is a good business to be done if run on lines to suit the country."

1915 Sales Good, Says Buckingham

Joe Buckingham, the active manager of the motorcycle department of Weaver-Ebling, New York distributers of the Pope, reports that business in the new models is progressing splendidly. He has infused into his motorcycle window decoration a holiday spirit by the use of huge red paper bells and colored bunting.



A Marathon fob given by Weaver-Ebling

Marathon tires will again be distributed this year by Weaver-Ebling in the entire State of New York and in portions of New Jersey and Connecticut. All of the customers of the distributers are being presented with a beautiful bronze medallion on the face of which appears the Marathon trade-mark, as shown in the accompanying illustration on this page.

Clausen Bros. Become Indian Agents

Clausen Bros. & Co., formerly distributers of the Yale motorcycle in Chicago, Ill., has taken on the Indian motorcycle for the entire North West Side Chicago as sales agents for Edwards Crist Mfg. Co. and will handle the Hendee product exclusively.

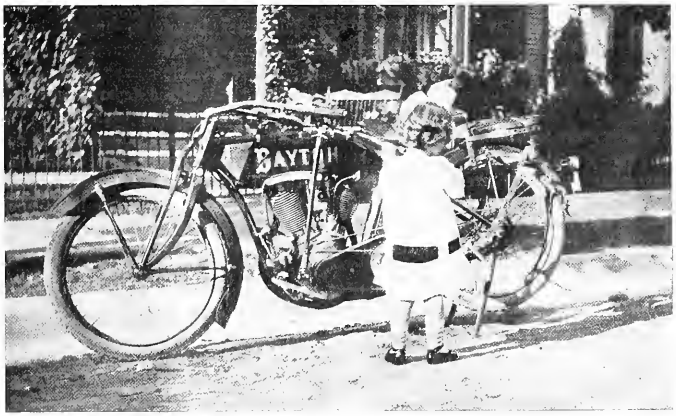
The firm has changed its location from Jackson boulevard to 3554 Armitage avenue, where there are larger and better facilities to accommodate the riders. While the concern will remain under the same name as sales agents for Edwards Crist Mfg. Co., it will carry a complete line of E. C. Co. supplies and sell machines on the same terms as the larger organization. A large line of bicycles and supplies will also be carried.

A. S. Clausen will have charge of the sales end and Harry R. Clausen will look after the repair department.

F. A. M. Application from South Africa

Is the F. A. M. membership growing? Well, we should say it is, when it has a member in South Africa. Card number 31,103 has just been issued to Victor Welsford, Durban, South Africa, Harley-Davidson agent for that city and the surrounding territory.

A New Arrival in the Family



Baby inspects a new kind of animal—one that is 300 times as strong as she

Is Advertising Really Worth While?

An Illuminating Story on the Far-Reaching Effects of Judicious Advertising as Shown by Experience

"Provided the rest of the motorcycle dealers in this town do not advertise," said a New Jersey dealer recently, "I won't go in for any advertising myself. If we all hold off, we are not trying to get each other's trade through advertising, and each man's business will go on just as before."

That seems to be the opinion held by many dealers who are unable to see the real potency of judicious advertising. For the benefit of dealers who do not understand clearly the far-reaching effect of newspaper advertising, a perusal of the following article from the Saturday Evening Post will be very illuminating:

Some people think that advertising merely takes business away from one man and hands it to his competitor. They think that if everybody stopped advertising, business would go on just the same and things would be creaper.

More Than a Competitive Weapon

It sounds plausible. But it is not true.

Advertising is, of course, much used as a competitive weapon, and a very powerful one. Any method of selling—advertising, show windows, clerks, traveling men—gets business that without the selling effort would have gone to some other firm. Most of us believe that competition is a good thing. It keeps down prices. It keeps up quality. It makes business men more eager to give the public good service. Any economical method of competition ought therefore to be regarded as of benefit to the public. And the economy of advertising purely as a competitive method has been so clearly demonstrated in many great industries over a period of years that it need not be discussed here.

The main question, however, is: What does advertising do besides stimulate competition?

As a matter of fact, its chief use lies entirely beyond. It creates new markets, new demands, new desires. It makes possible new products, new ways of doing things, a better national life.

In one of our large cities a few years ago 51 per cent of the stock of the local gas and electric company was acquired by a national public service organization. The way the new management went about its job sent thrills of apprehension through the minority stock holders, who were local citizens. The dividends paid the year before had amounted to $14,000. Immediately the new board cut the price of gas and electricity. Figures showed that with the same consumption as the year before the total dividends at the new rates would be only $4,000.

But there lay the difference: The consumption was not going to be the same. The company began a strong campaign of advertising. To the local stock holders this seemed ruinous folly. They reasoned: "Have we not a complete monopoly? We control exclusive franchises on both gas and electricity. Why in the world should we spend money to advertise when we have 'em both coming and going?"

If ever a case existed where advertising solely for competitive purposes would have been absolutely futile, this was it. The company certainly had the city both coming and going. But the answer was, "We are not going to spend money in advertising. Instead, we are going to invest money in advertising."

The Campaign and the Results

Half-pages began to appear in the newspapers. In the course of a year the gas and electric company used more space than any of the department stores, which, of course, had been up to that time the heaviest advertisers in the city.

Cooking schools to show women the merits of the gas range were installed—and advertised. Men who have never thought of the saving of labor and expense possible by using small electric motors in their shops found out—through advertising. Local merchants were shown the increased trade that they could get by having their stores better lighted. Electric signs were popularized.

The first year the advertising sold seven carloads of gas stoves. It sold coke at a fair price, instead of at a loss as before. It sold gas heaters, irons, fixtures and novelties. It put in 124 new electric motors for small power users. It put up electric signs and ornamental lighting effects.

In these ways, as well as through the stimulation of ordinary consumption, it very greatly increased the use of gas and electric current.

At the end of the year the total dividends, which estimates had said were going down to $4,000, were $44,000. At the end of the second year of the same policy the aggregate dividends were $76,000. And this with all bills for advertising paid. And with the public buying its gas and electricity far cheaper than it ever had before.

But, apart from better dividends and lower price to the consumer, what did the advertising do for that city?

It gave the city better-lighted stores and streets. It put labor-saving devices into hundreds of homes. It cut the cost of operation for scores of small, struggling manufacturers. It showed people how to get and use things that made their lives cleaner and easier. It made, in short, a more comfortable, more alert and prosperous community.

The Real Force of Advertising

What local advertising did in that city, national advertising is doing all the time for the nation. We pick up a number of the Saturday Evening Post and, seeing the advertising of 17 makers of men's clothing, we think, "Here are all these manufacturers just advertising against one another." We forget that advertising of ready-made clothing has made this a better-dressed nation, that it has showed hundreds of thousands of men the way to cheaper and better-fitting clothes, that it is always effectively preaching the gospel of the importance of looking well.

Advertising is like the railroad, the trolley, the telephone, the newspaper, the school—a creator of human activity. Like all of these, it is a force for the wider and quicker dissemination of information. It brings within our ken things that we never knew existed, or never thought we wanted. It teaches us to want things a little beyond our grasp and to work a little harder in order to get them. It is like the rifle that the modern Tom Sawyer saw in the window. He had intended to loaf all summer, but he wanted that rifle. In order to get it he had to have money. To get money he went out and painted fences and ran errands and mowed lawns. The knowledge that there was a rifle that he could have if he worked for it made him a pro-

ducer instead of one who is dependent.

If we believe in a constantly advancing civilization, if we believe that people ought to keep on trying to live a little better and have a little more comfort, a little more convenience and a little more ambition—if our philosophy includes these tenets, then we must believe that whatever shows people the way and rouses their ambition to possess—and to produce in order to possess—is a public service. It is upon that basis that we declare advertising to be, not primarily a weapon of competition, but primarily a means of constructive public service.

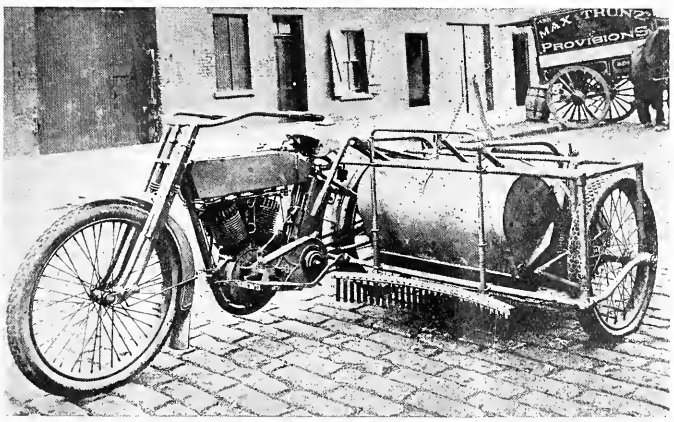
Motorcycle Used as an Aid To Sweeping New York Streets

After years spent in experimenting with every kind of imaginable device excepting only the motorcycle, the New York City Street Cleaning Department at last has determined to try what the power-driven two-wheeler can accomplish as an aid to clean streets. The accompanying illustration shows the latest sweeping implement, which has been fashioned by C. Hvass & Co., of New York city, which firm controls numerous basic patents on horse-drawn street sweepers.

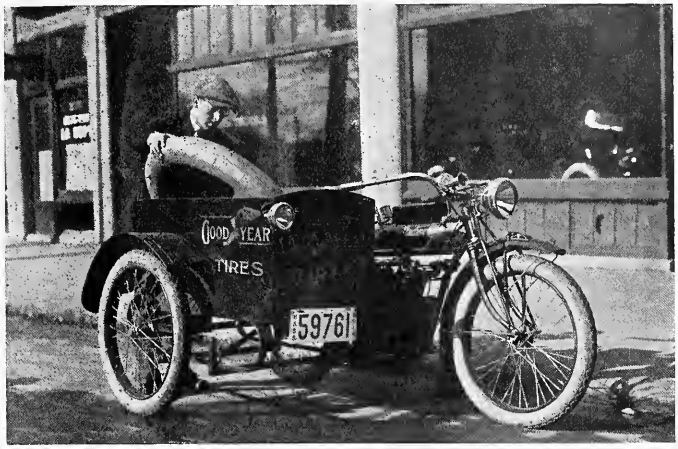
The motorcycle used is a Harley-Davidson, to which has been attached a rotating broom, revolving with a cylinder, which latter contains the substances swept up. In the front of the sweeping mechanism is a steel brush, which is used as an agitator for the purpose of loosing the dirt and filth so that the broom will remove it.

When the device is in operation the handle at the left of the driver's seat is used for lowering the broom, which, when in contact with the pavement, is automatically clutches with actuating mechanism connected with the third wheel of the machine; the broom then revolves and performs its function. Raising the broom declutches it and it is stationary when not in actual use as a sweeper.

The entire device is extremely simple and is free from complicated or expensive parts. It has been designed primarily for use on asphalt or other smooth-paved streets where horse-drawn vehicles are extensively used. At the present time one of the machines is in operation in Washington, D. C., and the manufacturer says that as a result of its proven efficiency there will be many made during 1915 and municipalities will be approached with the intention of interesting them in the latest device for cleaning streets which already has been proven a commercial possibility under rigorous tests.



The motorcycle street-sweeper, a new sweeping implement to be tried in New York



One of the Indian parcel cars used by the Goodyear Tire & Rubber Co.

Business and the Motorcycle Delivery

Competition among the big tire companies has become so keen that the more aggressive concerns eagerly seize any method which will improve their service. This is why the Goodyear Tire & Rubber Co. is using Indian parcel cars at several of its branches for quick delivery. The accompany photo shows an order being filled ten minutes after it was received by 'phone. For rapid service at lowest cost per mile, the motorcycle has no real competitor.

Quintet of Repair-Shops Registered

The repair-shop of Harrison Bunt, 517 2nd avenue, N., No. Dak., has been registered in the national organization and received F. A. M. number 1109.

In Knobnoster, Mo., a repair-shop has been registered. It is now No. 1110 and A. J. Hunter is the proprietor.

No. 1111 looks live a misprint, but it is not—it is the number of the Sheridan Motorcycle & Equipment Co. (B. H. Stutsman, proprietor) of Sheridan, Wyo.

In Albany, N. Y., the repair-shop of Alwyne George, Jr., has received F. A. M. number 1112. It is located at 29 Central avenue.

The repair-shop of Lester Lindsay, Havre de Grace, Md., has entered the F. A. M. fold and received number 1113.

Harris Opens Selma, Ala., Agency

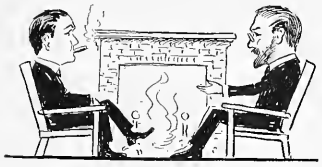
Coming from Columbus, Ind., Charles H. Harris is preparing to open an agency in Selma, Ala. He will handle the Harley-Davidson, and conduct a general repair business.

It is reported that a motorcycle corps will be added to the garrison at San Antonio, Tex.

Relating the Adventures of John Prospect

In Which Prospect and Doctor Wise Talk of Motorcycling Matters, and Especially the Question of DESIGN—Some Opinions of the Doctor and What He Wishes All Dealers for the New Year

The tenth of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler



"The manufacturers are wrong"

It was the season of rains and snows; frost was in the ground and in the air, but John Prospect and Dr. Wise were comfortably seated by a big open fireplace at the doctor's house. Beside them on the table lay a number of books about motorcycle engines and equipment, with several catalogs of firms in the motorcycle business.

Prospect looked at the fire thoughtfully and then at his companion.

"I often think," he observed, "in looking over lists of the motorcycles now on the market that the manufacturers are making a mistake. The reason for it is this—With one or two exceptions every manufacturer turns out the same type of machine. There is the twin of about eight or nine horsepower, and the single of about four and a half. All but about 7 or 8 per cent of these are chain drives, magneto ignition and geared to about the same ratio."

Do Motorcycles Lack Variety?

"What about it?" Prospect wanted to know. "Aren't they the best machines in the world of their kind?"

"That's just the point"—the doctor leaned forward earnestly—"that I want to make. The machines are the best of their kind in the world, but they lack something."

"What is it?"

"They lack variety."

Prospect laughed and shook his head.

"You might as well say," he asserted, "that wheelbarrows lack variety, or horses. A motorcycle is built for one purpose—to carry around a rider with the greatest degree of comfort in the shortest time. Of course, they are as alike as the manufacturer can make them, because any departure from those lines would mean a decrease in efficiency and in selling value."

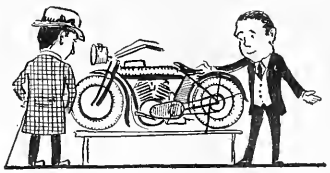
"I don't agree with you at all. Now, look at yourself! Here you are, a full-fledged rider, with a machine that satisfies all your needs. You think all other machines should be built like yours, but you don't take into account different requirements of climate or of use, or of the riders themselves."

What the Automobile Teaches

"Well," Prospect began to be interested, "show me that other people want a different machine from my own and I'll stand for a dinner for two on New Year's day."

The doctor put aside his cigar and looked thoughtfully at the fire, which was jumping and snapping cheerfully.

"Well, put it this way," he began. "Take the automobile. When that was first turned out in large numbers the



"There is the twin and the single——"

machines were very much alike—four-passenger touring cars with two-passenger roadsters. Very well. What happened? The auto truck was put on the market, and the auto delivery van, and the trouble wagon, and the aut bus, and a dozen other forms. The taxi came into use, and the old four-passenger car was transformed into a half-dozen types—limousine, sedan, big 'six 'touring 'four' and roadster were a few of them."

The Doctor Conceives a Few Types

"But that is another matter. Motor cars are used in a wider field than two-wheelers."

"That remains to be proved. But the point is that there were originally only those two types of the auto, just as several years ago there were only two types of the motorcycle—the twin and single. Now we have the sidecar, the motorcycle van, and the tandem seat to carry another person."

"Aren't those enough?" Prospect was surprised. "Isn't the powerful twin the best machine made?"

"It is the best for most buyers, but not all, or even the great majority. For instance, take the man who can't afford to spend much on maintenance, yet who has to tour a lot; isn't the single less expensive in maintenance and up-keep? Take the little fellows who have graduated from a bicycle—do they want to haul a big twin up on its stand every time they stop the machine? Then, there's the fellow out in Texas, or Wisconsin; he must do a lot of riding over rough roads and for long distances—doesn't he need extra power and a large carrier for luggage, not to speak of an extra tool kit. Take the fellow who commutes on his machine; what he wants is a multi-speed mount, for traffic, a light machine, nicely finished."

Prospect looked skeptical.

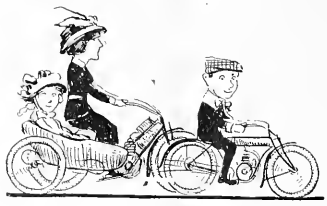
"Over in England," continued the old and wise physician, "they have machines ranging in power from 2¾ horsepower to 10; they have machines designed to be used with sidecars that come attached; they have ladies' models, and lightweight mounts for girls and boys."

"Where does the dealer come in in this soliloquy of yours?"

The Dealer Is Limited In Sales

The doctor nodded understandingly.

"Just this way: Take the man who handles only one make—and he is found in great numbers. Well, suppose a prospect comes to him who wants a lightweight machine which the dealer does



What the Doctor wanted to see

not sell; what is he to do. Either one of two things—sell the man the machine he does carry, which the man does not want and may be dissatisfied with, or lose the sale altogether. Then suppose a prospect comes in who wants a three-speed machine, while the dealer has only two-speeds in that make. What is he to do? Either sell the man a two-speed, which he didn't want, or lose the sale."

"That may be true," defended Prospect, "but what are you going to do about it?"

Dr. Wise stroked his beard thoughtfully and took a long while to think over his answer.

"I would like to see more motorcycles of varied type in the street. I would like to see little chaps put-putting along on two-horsepower singles and little girls taking their airing in wicker sidecars. When the butcher of baker delivers his goods I want to see him do it in a three-wheel motorcycle van—not just one type to choose from, but half a dozen. Then, going out to the country roads, all the R. F. D. fellows ought to come shooting along in specially constructed machines furnished to the government for this purpose. Out in Iowa and Wisconsin the farmers ought to have rough traction twins, fitted with specially heavy tires and with complete lighting systems furnished with the machine. Such machines ought to have an all-weather finish, such as they put on the motorcycles fitted for war over in Europe, instead of a bright finish which costs labor to keep clean."

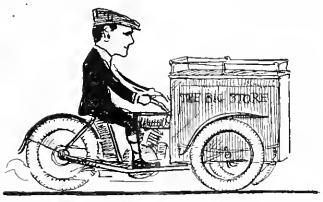
Are Such Machines Practical?

"All these aren't practical today!"

"Nothing new appears practical until its done. What's impractical about small motorcycle fire-engines for villages that are far away from the big machines of a city? It's not impossible, it's only playing the motorcycle for its full value instead of hedging every time you make a bet."

"Well, that would be a splendid thing for the trade."

"Of course it would—it would increase the demand directly by increasing the scope of the machine. The manager of a big department store located in a city where there is a big out-of-town delivery to be handled is not a bit interested in the motorcycle as long as it is a pleasure vehicle. But when the live dealer comes to him and shows him photographs and figures that prove that the motorcycle van which costs the same as a team of horses can do as much work in a day as the team, and do it faster at slightly less expense, why that manager is going to say 'Hello, little motorcycle, I didn't know you were there.'"

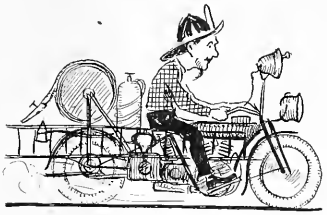


"I want to see the motorcycle van——"

Where the Dealers Figure

"So much for the manufacturers—what is your New Year's wish for the dealers?" asked Prospect.

"Just this: They want to forget that the motorcycle is a pleasure vehicle for summer riding, and boost it as an all-year mount for the rider and carrier for the industrial house. They want to get away from the idea that the machines they sell are going to bring buyers into



"I want to see motorcycle fire-engines——"

the store without any effort on their part. Motorcycles will sell themselves to a certain degree, and that is increasing, but it's up to the dealers and the salesmen to dispel the old bugbear of noisy and dangerous machines."

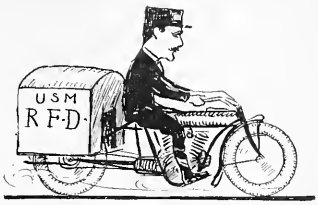
"Some dealers are too lazy to know that they are alive."

"Yes. And that's just what they shouldn't be. A dealer has to pay out of his profits for the time he takes in making the sale, for the time he takes in teaching the buyer to ride his new machine, for the service he is often called on to put in on it, for the overhead expense of his establishment, not to mention any commission he may be called on to pay to salesmen. If he expects to make the living he ought to out of his business, and give the kiddies clothes and his wife pin money, and send the eldest to college, he can't afford to grow sleepy. Most of all, he can't afford to let the winter pass without going out and boosting his business."

A Happy New Year for the Two-Wheeler

"If all your New Year's wishes come true you ought to see the single-tracker go up a notch in the industrial world during next year," commented Prospect.

"I expect to, and see it keep on going up, but even if it's a dream that variety stuff looks good to me."



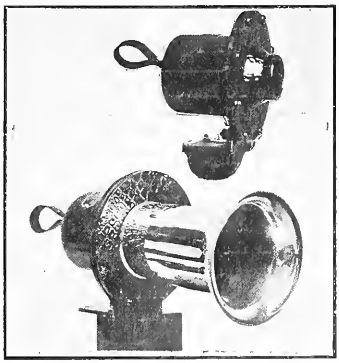
"——And the R. F. D. fellows"

New Product of the Talking Horn Co.

Two new horns of attractive design that operate by means of a leather strap are illustrated on this page. The strap, which winds itself up within the horn, is pulled out to a distance of 7 to 12 inches, creating a loud sound while the pulling takes place. The releasing of the strap automatically repeats the warning with an even greater effect. The period of the warning and the intensity can be simply established by a short or long pull of the leather strap.

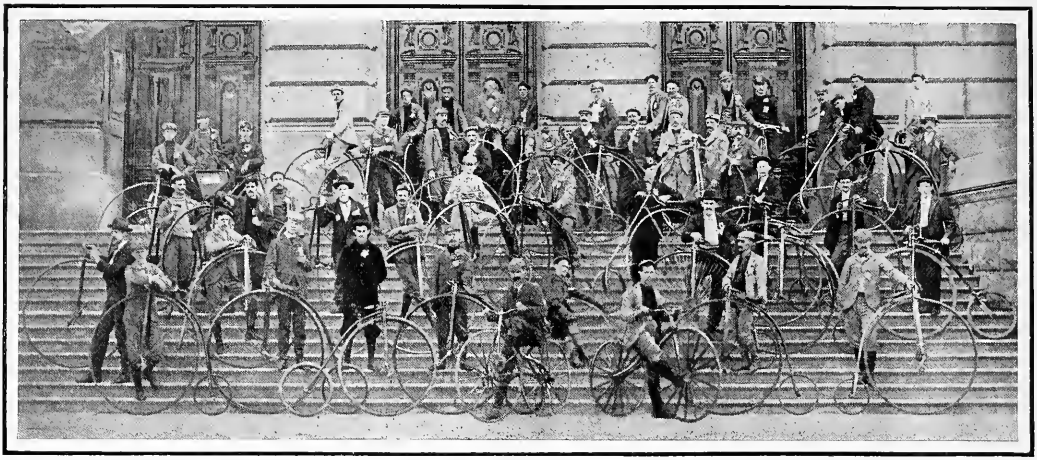
With an additional cord, which should be attached to the strap, these horns can be fastened to any desirable part of the motorcycle, and operated either by hand or foot.

The name of the two horns is the "Double-Warner" and their construction is said to be simple, solid and enduring. The quality of the leather, of which the strap is made, is claimed to be such as to withstand rough handling. The smaller size horn retails for $5 and the larger for $6.50. The manufacturer is the Talking Horn Co., Inc., of Middletown, N. Y. Because of the fact that the vibration of the machine is said to have no ill effects on the horns, they ought to be welcome additions to he list of motorcycle accessories.



The two "Double Warner" repeating horns

"When We Were Boys Together"—Old Timers With Their Mounts



HARTFORD, CONN., MAY HAVE A BICYCLE RACING TRACK

There is a good chance that next year a bicycle racing track will be erected at Hartford, Conn. Floyd MacFarland is back of the project and has promised to come to Hartford to look things over. The track, if erected, will probably he on Wethersfield avenue not far from the baseball park.

The interest shown by local cycling fans at a racing carnival held at Charter Oak Park in that city on the last day of the Connecticut Fair seems to warrant the support of a permanent, modern six-lap track.

If Hartford is taken on the racing circuit for next year, New Haven will probably be dropped, as the sport has not flourished well in the Elm City during the past season.

The racing game is booming now with the influx of European stars who will have no opportunity to race in their own country for at least two years yet, and also the greater cleanliness which MacFarland's able management infused into the New York big race.

Buffalo To Have Cycling Carnival

Buffalo will have a carnival of cycle racing at the Broadway Auditorium, that city, beginning Saturday, January 2. Sprint races and motor-paced races will be staged on that night and a limited-hour—(eight hours a day)—six-day race will begin the following Monday afternoon. The sprint features for the opening night will be a sprint match between Frank Kramer, the American champion, and Iver Lawson, of Salt Lake City; a four-cornered motor-paced race between Clarence Carman, the American paced champion; Victor Linart, the Belgian; Bobby Walthour, the Atlantan, and George Wiley, of Syracuse.

The paced race will be run in five-mile heats, two men in a heat. The winners meet in the final and the losers meet in another race to decide third money. Two professional and two amateur races fill out the card. The teams in the six-day race are paired as follows: Eddie Root and Iver Lawson, Reggie McNamara and Francesco Verri, Clarence Carman and Frank Corry, George Wiley and Bobby Walthour, John and Menus Bedell, Harry Kaiser and George Cameron, Gus Wohlrab and Gordon Walker, Marcel Dupuy and Victor Linart, Joe Kopsky and Norman Hansen, and Julian Provost and George Colombatto.

Krushel Loses to Ciaciuch

Two riders with the unAmerican names of Ciaciuch and Grankowski won the two races at the 74th Regiment, Buffalo, Saturday, 26th inst. The former won the lap race and the latter the handicap, but despite the handicap of almost unpronouncable names they are riders who have a good future. Summary:

Two-mile lap race, amateur—Won by Andrew Ciaciuch, 45 points; second, Joe Schieder, 44 points; third, Al Krushel, 37 points. Time, 4:26.

One-mile handicap, amateur—Won by I. J. Gronkowski, 25 yards; second, Lloyd Safford, 120 yards; third, H. C. Howe, 125 yards. Time, 2:10⅕.

"When We Were Boys Together"

An interesting Christmas greeting from Harry T. Hearsey, Indianapolis, Ind. This photo shows the last gathering of the members of the Indianapolis and Zig-Zag Bicycle Club, who participated in the second annual "Good Old Ordinary" run, June 27th, 1897. Nearly every type of the high bicycle is shown in the picture. In the front row, center, are two old wooden "Boneshakers" or velocipedes of 1869. The rest of the machines are representative types of the "ordinary" of the 80's, mostly Columbias, Victors and American Champions, the popular machines of the day. In the background are several Eagles and a Star, with the little wheels in front. To the left of the velocipede in the front row is a geared ordinary, a later development of the high machine, which came out in 1891. It had a sun and planet gearing in the hub and was shod with pneumatic tires, and had a much smaller front wheel than the "regular" ordinary.

Removing Oil or Grease from Floors

The most popular method of removing oil or grease from any floor is the use of a hot saturated solution of common washing soda. This is prepared by dissolving as much soda as possible in a quantity of hot water. The solution can be made up in quantity and stored in a barrel or elsewhere. When about to clean the floor the solution should be heated to near its boiling point and applied hot, supplementing its unaided action by a vigorous sweeping with a stiff broom or brush.

How To Avoid Carbon Deposits

The avoidance of too much or imperfectly gasified fuel mixtures and the employment of a most excessive quantity of a grade of lubricating oil which is as free as possible from the tendency to produce residue are carbon preventives.

IN THE DEALERS' DOMAIN

Why Not Start a Motorcycle Show in Your Own Town?

No one has a "patent" on a motorcycle show. You don't have to pay anyone a royalty if you have a motorcycle show in your town. The cost is trifling—and the benefits large.

Well, why not have one? That's the question!

If you don't want to interest a lot of folks in motorcycles, and if you're not particular whether you create some motorcycle sales right now, then, by all means don't have a motorcycle show.

But, if you do want to interest folks in motorcycles, and you do want to create some sales, for goodness sake, go to it!

The motorcycle manufacturers have motorcycle shows. The dealers in the big cities have been having motorcycle shows for several years. And now the dealers of some of the smaller towns are joining together each year in a motorcycle show of their own.

It doesn't mean a great big impossible undertaking. You and the other dealers in your town can have your own exhibits in your own sales room. Merely "get together" in boosting and advertising your show and have it at the same time.

You don't have to call it a show. Call it an open house, or a demonstration week or an exhibition week—or whatever you want to call it.

The important thing is to have it.

Get together in your town. If you'll just do your shouting about this event together you'll certainly make a lot of noise, and the people will come out to see what you're all shouting about.

Now's the time to plan it. Get things ready now and hold it early in January. That's another way to help things along in what would be ordinarily a dull month. It takes little tricks of this kind to keep things moving through the long cold winter. But the dealer who is "in on" affairs of this kind is the dealer who finds he has made money at the end of the year.

Get together with the dealers in your town. Put it up to them. Decide on a certain week—and then boost the show. Run a few advertisements in your newspapers boosting the show—and let every dealer have his name signed to the advertisement. Then you can divide the expense. Brush up your store. Decorate it a little. Have a quantity of handbills printed and distributed. Write some letters to some of your good prospects.

Why, it's easy to get out a crowd if you'll just try.

And you know that if you get a crowd of people coming through your store—and you get a whack at them—there'll be some sales as sure as shooting.

The dealers in your town, if working together, can make a real event of a show. The newspapers will give reading notices to a cooperative effort like this more readily than to the effort of a single dealer.

Such an event will give dignity and prestige to the motorcycle business.

It will bring to your store people who would not come under any other conditions.

It will draw the dealers of your town together, clear away possible misunderstandings and will have a decided tendency to prevent and cure conditions that are injurious to the trade.

And it will help produce sales!

Do you want to sell motorcycles? Then, when are you going to have your show?

An Annual Inventory of Stock Is the Live Dealer's Stand-By

No dealer in motorcycles and accessories will deny that the annual inventory is a necessity, yet it is surprising how many are able these days to get along without some of the necessities. Every merchant knows full well that he should take inventory at least once a year, and since all agree on this there is no necessity for arguing the point. There is, however, reason for insisting that all dealers follow out the dictates of their own business judgment about this inventory.

A dealer attempting to do business without the inventory is taking about the same chances as the pilot of a river boat who attempts to run the channel at night with the channel lights all out. The dealer can't tell whether he is in the channel of success or whether he is scraping off the bottom of his business boat on the rocks of a treacherous shoal.

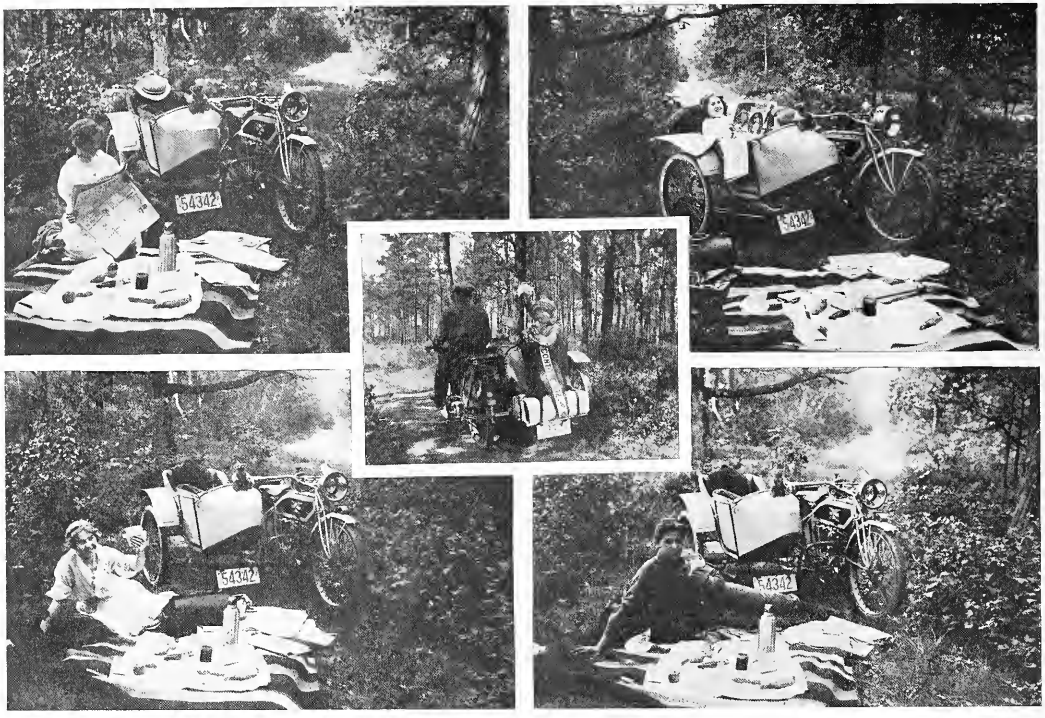
Some merchants who admit that an inventory is a necessity for other merchants say they are able to get along all right without it. They say that so long as they are able to meet their bills and have what looks to be an ample stock of goods on hand they do not see that an inventory would be of special benefit to them except to show how they stand financially.

Strange as it may seem, some men do not care to know how they stand financially. There are many other reasons for the inventory, but this feature of the inventory, it seems to the writer, is of the greatest importance. It shows exactly where the business stands, and by comparing the business of one year with that of another the dealer can see at a glance whether he is in the channel or whether he is headed for the rocks. It isn't enough for a man to know that he has hit the rocks. He should know in which direction he is headed.

Often when the annual taking of inventory is in progress, startling discoveries are made. The dealer perhaps learns that he has bought a line of machines, parts or accessories on which he was already fairly well stocked, all because he didn't know his own business. By making a complete inventory even once a year the merchant is better prepared to buy wisely and with a view to better profits than would be possible without it. It gives an opportunity to get the dust out of the corners.

There is still another reason for the inventory. Almost every dealer carries fire insurance. He wouldn't be without insurance for anything. Even the dealer who fails to take a careful annual inventory wouldn't be without fire insurance. But the first thing the adjuster will want to see after you have had a fire will be your inventory. Why carry insurance and bear the burden of premiums unless you expect to be in a position to prove your loss, should you have a fire? The inventory will do more than anything else to convince the adjuster of the amount of goods you had on hand.

Now Is the Time for Indoor Work by the Dealers and the Time of Indoor



How the touring two-wheeler and sidecar carries the family of two to the woodland nook just off the road, where a picnic luncheon can be enjoyed. After the lunch and a glance at the paper, everything is packed into the Excelsior and off they go!

Motorcycle Lectures Pay

How One Dealer Worked the Lecture Game

And now what do you think we've discovered? A motorcycle dealer who gives "motorcycle lectures"—and makes them pay! Can you beat it?

Here's a new wrinkle—a new way of hustling up new business in the cold, old winter-time—and it's worth thinking about. More than that, it's a plan worth following. If it gets business for one dealer, it will get business for others—for you.

The Crowd is There—Get It!

Here's the idea: This dealer—we'll call him Herrick because that isn't his name—figures that there are many folks who don't know anything about motorcycles—but who would like to.

They are a class of men and boys who would not walk into your store and ask you to explain a motorcycle to them, because they'd expect you to lay down pretty hard on them in your effort to make a sale.

But—that same class of men and boys would come in a group and let you talk your head off—because then no single one of them would be alone with you, where you could put on the "pressure."

Again—this class of men and boys feel that they put themselves under obligations to you if they walk in alone and ask for information. But—if you invite them, and ask them to come as an "audience"—they'll come.

Human Nature Brings Them

They really want to know—and when they do know, they'll be customers sooner or later.

Now, there you have it. And it's nothing but human nature. There's quite a difference in their minds between a "lecture" on motorcycles, where each of them is one of a number of hearers, and being backed into a corner all alone to listen to a sales talk. The "lecture on motorcycles" idea puts a little "scenery" around your selling talk—that's all. But it goes. We all like "scenery."

Why can't you do what Herrick has done? You can. If you can talk motorcycles to one man, you can make the same talk to twenty or thirty.

Maybe your store is big enough. If not, find some nearby vacant room and put some chairs in it. Mount your 1915 model on a table—drum up a crowd about every three weeks—and go to it.

Tell them about motorcycling first. Explain the general principles of motorcycle construction. Tell them why the motorcycle runs. Give them the "A, B, C" of motorcycling and motorcycles. Picture the trips, runs, etc., that the motorcycle makes possible. Tell them how convenient a motorcycle is for a man in going to and from his work—or in his work if he has to cover ground.

Talk Motorcycles in General First

Why, you yourself know that there are scores of men and boys who would like to have the information and who would come out to listen and ask questions.

Invite them to ask questions—get a general discussion started. It all helps.

But don't forget this: Talk motorcy-

Sports by the Clubs From Alaska to Texas, From California to the Empire State

Atlantic City, N. J., girls are enthusiastic motorcyclists. At the left are shown two fair members of the local club who help make the social affairs a success; in the middle is F. V. Gravatt, of Hall & Gravatt, Indian dealers, with some prospects; and at the right, a true devotee to the two-wheeler

cling and motorcycles in general first—then it's time enough to call attention to the particulars and improvements of the model and make you are selling.

The motorcycle prospects of this country need to be told about motorcycling and motorcycles first and then, being interested in the general proposition, they are ripe for your explanation of your machine's particular merits.

Run a little advertisement in your newspapers, inviting the public to your "Lecture on Motorcycles"; have a little invitation printed and send it to a list of well-selected prospects; get all of your riders to round up a friend or two—and you'll have a crowd.

Then go to it! You will get into actual personal touch with good prospects during the most unprofitable selling months and by "educating" them, you will soon turn them into "sales."

Herrick had the idea—and then he cashed in on it because he acted. An idea isn't worth a cent unless it is used. The idea is now yours. There's only one way to cash in on it—that's to get busy.

Rhoads Heads Reading Club

The Reading Motorcycle Club, in the Pennsylvania city of that name, at a meeting held last week elected the following officers for one year: President, William Rhoads; vice-president, S. Von Neida; recording secretary, Albert Rhoads; financial secretary, Lewis P. Allen; treasurer, Charles Hart; captain, James Dunkle; first lieutenant, William White; second lieutenant, Harry Hart. Milton Reese was elected trustee for three years and Charles Wagner trustee for two years.

The club at this meeting decided to remove to the Leinbach building, 8th and Penn streets, on January 1.

Two telegraph inspectors covering their territory on motorcycles

New Officers of Bakersfield Club

On December 10 the members of the Bakersfield (Cal.) Motorcycle Club decided to choose new officials.

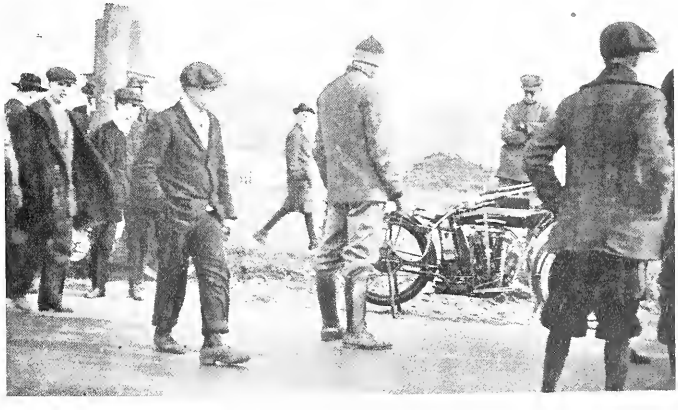
The result of the elections was that G. A. Scars got the president's chair, Gordon Slater the financial secretary's job, and Joe Dupes the recording secretary's. L. C. Dunn is to be road captain.

One Hundred Members in St. Paul Club

St. Paul, Minn., now boasts of a motorcycle club of 100 members, the preliminary organization having been perfected several months ago. At a meeting held last week officers were elected.

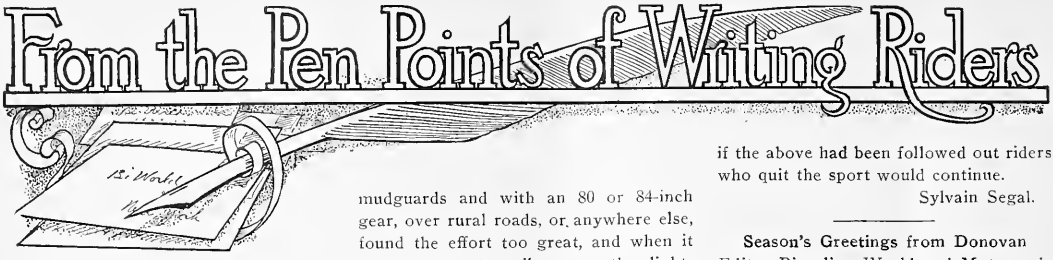
The club is filling a long-felt want among riders and is steadily increasing in membership. Club rooms are maintained at 396 Rice street.

The officers of the club are: President, S. T. Smith; vice-president, V. E. Patnaude; treasurer, A. J. Danielson; recording secretary, L. R. Nygaard.



A. B. Swenson, of Providence, R. I., drawing a crowd while examining his mount after a long run

From the Pen Points of Writing Riders



A Word About Bicycle Gears

Editor Bicycling World and Motorcycle Review:

With the advent of the new season for the bicycle jobber and dealer, it would not be assuming too great a responsibility to ask them, for the good of the sport and for the advancement of their own interests, that they specify low gears on the bicycles they handle and sell, when ordering from the manufacturers.

What has been without doubt (and is an acknowledged fact) the greatest drawback that cycling ever had was the adoption of high gears for the bicycles which were sold directly to the new rider.

This new rider in using a bicycle generally equipped with heavy tires and mudguards and with an 80 or 84-inch gear, over rural roads, or anywhere else, found the effort too great, and when it was necessary to walk up even the slightest grade, with the attendant perspiration, then surely the cyclist said, and even as others say, "bicycle riding is too much work."

Let us glance for a moment at the riding done by experts, such as century riders or tourists or racing men, and notice that the gear of perfection for road use is but 84 inches. Then, what chance has a new rider with his 84 gear to ride, when the strongest and the speediest riders only use 84 and very often a gear even to 72 inches is the rule.

Now, back to the main point. Let the dealers specify that the bicycles ordered from the jobber or manufacturer be equipped with sprockets to give a gear size to range, say, from 54 to 68 inches.

I could give numerous instances where if the above had been followed out riders who quit the sport would continue.

Sylvain Segal.

Season's Greetings from Donovan

Editor Bicycling World and Motorcycle Review:

With the approach of the Christmas season and all that it signifies, it appears to me to be an appropriate time at which to express my sincere appreciation of the kindness and cooperation you have shown this office during the present year in my feeble efforts to make F. A. M. competition mean clean sport and justice to all. A continuation of such support during my term of office will go far toward lightening the burden of the competition work.

Wishing you the compliments of the approaching season and a large measure of success for the coming year, I beg to remain,

John L. Donovan,
Chairman Competition Committee.

A Thousand Miles by Bicycle From Michigan to Boston

A Pleasant Ten-day Trip Awheel Through Changing Scenery With a Harvard Student

On the afternoon of the 13th of September I left Christ Church in the north end of Flint, Mich., bound for Boston, Mass., on my Columbia chainless. A hot wind was blowing from the southeast. Into this wind I bucked for four hours through the Michigan sand roads. Forty miles was the reward for my afternoon's work. The next day took me through 52 miles of sand and 20 miles of good macadam to Toledo. The headwinds turned the fine edge of the enjoyment of the good roads.

An Average of 100 Miles a Day

So began the trip that has landed me in Boston after 1,005 miles of simply delightful riding over fine roads through beautiful country and among very kindly people. Disappointments, such as long detours where new roads were being built, or a long "buck" across torn up roads, or the miscalculation of the distance to the first town where a meal could be obtained, were of constant occurrence. They only added to the joy of pushing the miles behind when the conditions were right and they generally were or I never would have maintained a 100-mile per day average.

An odd feature of the trip, and one which novices at cross country riding will appreciate, was the fact that never for once in the whole 1,005 miles did I get off my chosen road. At every difficult turn there were guide posts. For the most part it was a matter of following the oiled macadam. Getting into and out of cities presented the chiefest difficulty, but there it was a case of asking someone in authority and taking his directions. There were times when I was sure that the local guardians of the public peace were wrong, but I always found that they knew their own home town better than I did.

C. J. Tinker, the student bicyclist

The Man and His Machine Are Friends

There is a great deal of solid satisfaction in having an automobile or particularly a motorcycle pass one at a 30-mile an hour clip, laughing at one as they go, and later passing them as they are tied up by the road with engine trouble—a thing which never bothers the man who is in decent condition and supplies his own power.

Lonely? Never! Farmers, garage keepers, policemen, tollmen, hotel clerks, etc., all are willing to help, and if needed, to lend a hand. Besides, there is the wheel! In one thousand miles a man and his bicycle get well acquainted. In my case at least it was a happy acquaintance, for in the 1,800 miles of incidental riding between July 1st and September 13th, and in the 1,005 miles of

the trip, only once did the Columbia chainless give me the slightest trouble. Then it was a case of a broken ball in the coaster hub. It was a treat to ride through the rain from Schenectady to Albany without the slightest fear of "chain-grind."

It was an even greater pleasure when I rode for 51 miles without putting my feet to the ground, leaving West Lebanon at 3 P. M. and riding over Mt. Lebanon through Pittsfield over "Jacob's Ladder" through Chester to Huntington, Mass., where I arrived at 7:15 P. M. This pleasure was enhanced by the absence of the slightest doubt that the wheel would stay under me, uphill at 8 miles or downhill at 40 miles per hour. I am strong for the Columbia chainless.

Many Humorous Incidents

There were humorous incidents by the dozen. Perhaps that is because the possession of good health makes one see the funny side of things. I read in my diary for September 15th: "Put up at —— Hotel on the recommendation of a Methodist clergyman. There are two cakes of soap in No. 54, one of them almost new!" In Palmer, Mass., a man wanted to know if there were many white people in Michigan. Provincial Massachusetts! Inn keepers are as interesting in the United States as Dickens has pictured them in England. But you cannot find them if you stop at the widely advertised automobile hotels. One apoplectic spent ten minutes apologizing for the fact that he charged "five cents extry fer 'ome-made pie wit fried dinners."

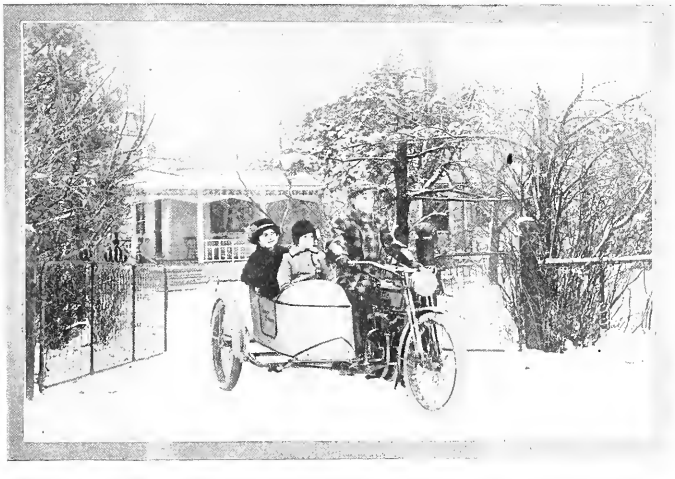
The trail I followed led me through Flint, Toledo, Cleveland, Erie, Buffalo, Rochester, Syracuse, Utica, Albany, Pittsfield, Hartford, Conn., Springfield and Boston. The best "run" was 130 miles, from Hartford, Conn., through Springfield, Mass., to Boston and out to Cambridge. I was on the road just ten days and, as I have said before, covered 1,005 miles.

All such experiences, bad weather, bad roads, good weather, fine roads, humorous situations, fine health and a superb steed have combined to give me a delightful vacation and one to which I can recommend all readers.

Looking Over Christmas Trees in Comfort

Who wouldn't like to be out in the woods motoring with his best girl

Ready for a Trip in the Snow



Out for a trip over snow-covered roads with wife and the boy in the sidecar!

Brooklyn Motorcyclists Form Club

Under the style Bushwick Motorcycle Club, an organization was perfected last week in Brooklyn, N. Y., by riders of the power driven two-wheelers, who met in Bob Brazenor's motorcycle store in Bushwick avenue for the purpose of forming the club. An election of officers was held following the tentative plan of organization and resulted as follows: President, Joseph Gildersleeve; secretry-treasurer, Percy Wilson; captain, Charles Carlsten. They will serve for a period of three months beginning January 1st.

A short while ago the club voted to be 100 per cent F. A. M. and agreed that the initiation fee should be $1, with dues of 50 cents a month. The address of the secretary is 152 Glenn street, Brooklyn.

Membership of Bronx Ass'n Increases

A large number of applications for membership in the Bronx Motorcyclists Association has so far been received, according to its secretary, W. Stuart. It is expected that the new association, which is being formed of riders of Bronx county, N. Y., will be able to boast of several hundred members by next spring. Application blanks can be secured from Secretary Stuart's office at 1010 Washington avenue. Regular meetings of the organization will hereafter be held on the second and fourth Fridays of each month at Lohden & Shults Hall, 177th street and 3rd avenue, Bronx, N. Y.

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THE success that has attended the use of MORROW COASTER BRAKES on almost every type of bicycle made extending over a period of fourteen years is as much due to the excellence of material used in making them as to any other factor.

Each part of the MORROW COASTER BRAKE assembly has some special function to perform and that part is made of the finest steel, either forging, stamping or casting as the case may be. Special attention is paid to the various treatments or operations each part undergoes so that it will render the maximum service. The treatment of raw material used, the close analysis and inspection each unit undergoes as its manufacture progresses, pave the way for another factor in the making of MORROW COASTER BRAKES — workmanship — both of which are second to none used not only in building a bicycle but of any finely designed and finely built instrument of precision, whatever its purpose.

Dealers:—If you have not received our attractive Eclipse Catalogue, write for one today.

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Is the New Departure

The demand for a New Departure coaster brake comes from a desire to possess it—from knowing that its use will save work, save worry and insure safety.

The better the brake you offer your trade the more successful you are in competition with other dealers in your town.

Increasing Your Sales Increases Your Profits

Increase the use of the Coaster Brake—make it your business to see that every bicycle is equipped with the never-failing

New Departure
THE BRAKE THAT BROUGHT THE BIKE BACK

Insist upon the New Departure as the coaster brake equipment of every bicycle that you order from your jobber or manufacturer. Insist and you will get it.

Stock the New Departure in quantity for repair and replacement work.

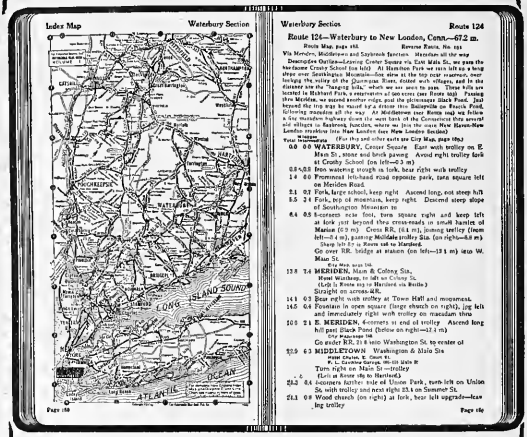
Write us for suggestions and sales helps. We have a lot of helps that help—They are yours—free for the asking—Ask us.

The New Departure Mfg. Co.
Bristol, Connecticut, U. S. A.

Clubs!! Do Your Members Tour?

You need this book to guide you and the sample pages below show how full is the information given.

The Blue Book is the authority used and quoted by practically all who tour.


Index Map Waterbury Section

Waterbury Section Route 124

Route 124—Waterbury to New London, Conn.—67.2 m.

Reverse Route, No. 125

Via Meriden, Middletown and Saybrook Junction. Macadam all the way.

Waterbury—Cutler—Leaving Center Square via East Main St., we pass the Waterbury Hospital for Insane on the right. Here we turn left to a long steep ascent over Southington Mountain. On the descent we have fine views looking the valley of the Quinnipiac River, dotted with villages, and in the distance are the "hanging hills," which we are soon to pass. These hills are located in Hubbard Park, a reservation of 200 acres (see Route 129). Passing thru Meriden, we ascend another ridge, and the picturesque Black Pond. Just beyond the top we be routed by a detour thru Bainerville to Branch Pond, following meadow all the way. At Middletown (see Route 129) we follow a fine macadam highway down the west bank of the Connecticut thru several old villages in Eastern Junction, where we join the route (See Route—New London (reverse into New London (see New London Section)

Total Distances. (For city and other parts see City Map, page 180.)

0.0 0.0 WATERBURY, Center Square. East with trolley on E. Main St., stone and brick paving. Avoid right trolley fork at Crosby School (on left—0.2 m)

0.8 0.8 Iron watering trough in fork, bear right with trolley

1.4 0.6 Prominent left-hand road opposite park, turn square left on Meriden Road.

2.1 0.7 Fork, large school, keep right. Ascend long, not steep hill

3.5 1.4 Fork, top of mountain, keep right. Descend steep slope of Southington Mountain to

6.4 2.9 Intersection, note first, turn square right and keep left at fork just beyond (this road is on small hamlet of Marion (0.3 m). Cross R.R. (6.4 m), joining trolley (from left—6.4 m), passing Meriden trolley Sta. (on right—6.8 m.)

Sharp left fr to Route 128 to Hartford.

Go over R.R. bridge at station (on left—13.1 m) into W. Main St.

Route 124 cont. on 126.

13.8 7.4 MERIDEN, Main & Colony Sts.,

Route 124 cont. from 126.

Left to Colony St.

(Left to Route 123—Westport via Berlin.)

Straight on across R.R.

14.1 0.3 Bear right with trolley at Town Hall and monument.

14.5 0.4 Fountain in open square (large church on right), jog left and immediately right with trolley on macadam thru

16.9 2.4 E. MERIDEN, 4-corners at end of trolley. Ascend long hill past Black Pond (below on right—17.1 m)

Cross Route 128.

Go under R.R. 21.8 into Washington St. to center of

22.9 6.0 MIDDLETOWN. Washington & Main Sts.

Route 129 cont. E. Route 81.

Left on Main St. (Route 81—to Saybrook Junction.)

Turn right on Main St.—trolley

(Left to Route 189 to Hartford.)

23.2 0.4 Insignificant fork at Union Park, turn left on Union St. with trolley and next right 23.4 on Summer St.

23.3 0.8 Wood church (on right) at fork, bear left upgrade—lose trolley

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Volume 1.	.	New York and Canada.
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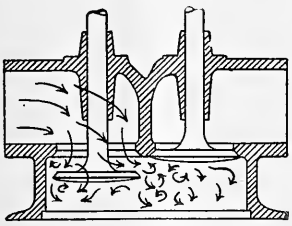
239 West 39th Street, New York

POPE MOTORCYCLES



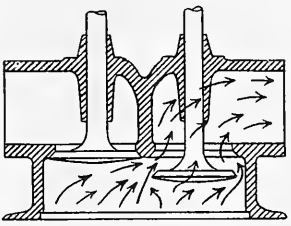
INTAKE OPEN

Pope over-head valve construction insures thorough mixture of gas for explosion—an even distribution over piston on which entire explosive force is expended—the most powerful type of motor.

Contain superior features which may be copied but not equalled.

Our Exhibit at Spaces 193-195 will bear close inspection, and bring conviction that they are right in construction and price.

Over-head valve engines
Direct starters
"Automobile heavy" 2-speed
Rear spring suspension
Double stem handlebars
Positive interlocking clutch and gear change
Combined foot brake and clutch release
Are Features Pope Riders Enjoy



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Pope construction insures positive — quick — and absolute removal of burnt gases before fresh charge is allowed to enter. Only sure with over-head valve type engine.

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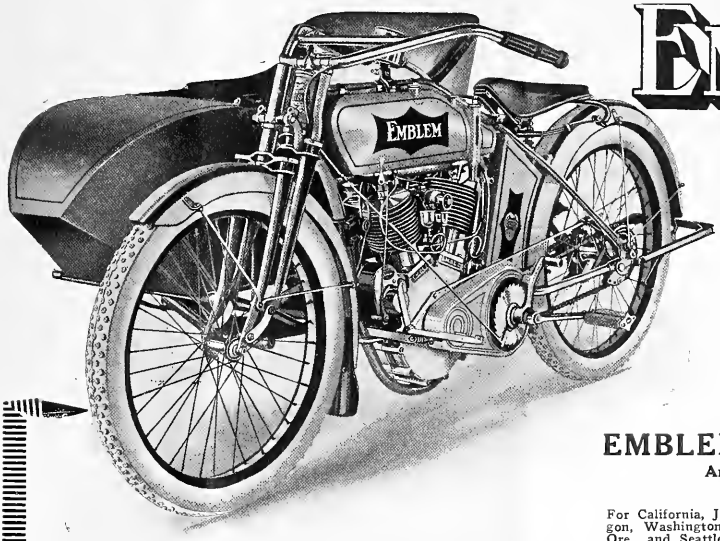
"Made In U. S. A."

When You Order

the cleanest-cut, most serviceable and satisfactory motorcycle in the market this season, you will be doing a wise thing.



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will justify your choice in every line of its splendid modeling. When you uncrate it you will be receiving into your family a distinguished guest; when you take it out for your first ride, and for your thousandth, you will find it a congenial companion. We claim that EMBLEM cannot be surpassed in any contest of speed, power, endurance or form. If this is not satisfaction, we do not know what is. Better have the EMBLEM catalog before you decide.

1915 EMBLEMS are equipped with the new EMBLEM Patent Kick Starter which has proven to be so superior to all other types. Ask us about this special feature and how your motorcycle might be equipped with it.

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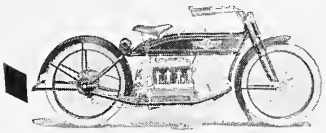

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SELL the one standard, time tested, absolutely reliable tire fluid, used by riders everywhere for healing punctures in bicycle tires. It's the one kind that gives positive satisfaction to all.

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of practically all motorcycles made in America since the beginning of the motorcycle industry.

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Trade Mark Brand Spokes and Nipples are unexcelled in quality and uniformity, and we claim that they are the best at any price.

Made in both bicycle and motorcycle sizes.

Our products for the cycle trade include : Emergency Axles, Diamond E Spokes, Bridgeport and Standard Bicycle and Motorcycle Pedals, Sager and Standard Star Toe Clips.

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Standard of the World

WE MANUFACTURE BOTH STYLES

Divided Adjustable Bars

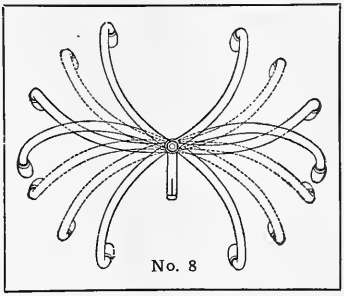
For High Grade Bicycles

Give You Any Position You May Desire and

Kelly One Piece Top Reversible Bars

Only Two Positions

For Cheaper Bicycles



OUR FINISH AND WORKMANSHIP IS THE BEST

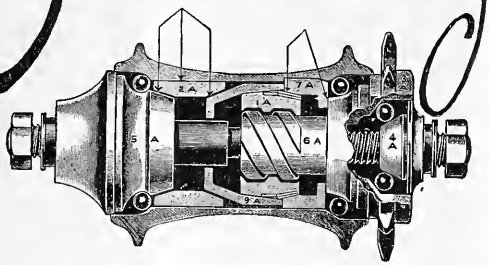
Write for Prices

KELLY HANDLE BAR DEPT.

American Stove Co.

5017 Perkins Avenue **Cleveland, Ohio, U. S. A.**

5 Points of Safety



THE ATHERTON COASTER BRAKE

Riders want the best when it comes to a Coaster Brake. It means so much in a possible emergency.

Put an ATHERTON COASTER BRAKE on your wheel and feel absolutely secure!

Cut Out the Worry—Ask for Circulars

BUFFALO METAL GOODS CO., Buffalo, N. Y.

Licensed Coaster Brake Manufacturers

Stock Also Carried in New York at

48 Warren Street New York

DIAMOND "149" CHAIN

The motorcycle chain built to withstand hard service.

Rollers are of special alloy steel which will not break under anything like normal service conditions.

A free short sample will be mailed promptly upon receipt of attached coupon.

Mail the Coupon Today

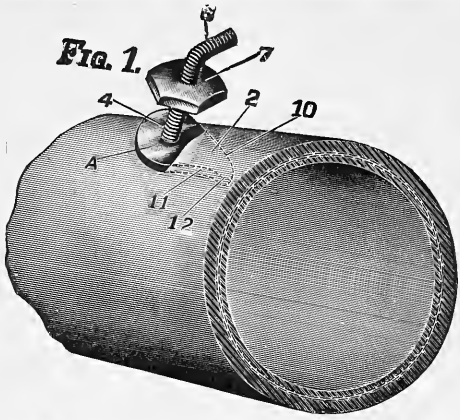
Diamond Chain Mfg. Co.

241 West Georgia Street

Indianapolis

Indiana

Name .....
Address .....
Dealer's Name .....
Dealer's Address .....
BW 12-29



The Harris Brass Plug

NEW, SIMPLE AND EFFECTIVE

Can be inserted with ease in the smallest puncture. Solid piece oval head, making leak through thread of shank impossible. Top washer can be tightened at any time and with any style of wrench or plier.

ELECTROTYPES FURNISHED FOR CATALOGS

Buy Through Your Jobber

D. P. Harris Hardware Co., 48 Warren St., **New York**

A Little Fresh Air

Fit a Stevens Auxiliary Air Valve in your inlet pipe, and the increase in power and speed will surprise you.

Postpaid, 20 Cents

STEVENS & COMPANY

375 Broadway New York

United States Bicycle Tires

Are the famous Hartford and Morgan & Wright brands greatly improved.

They are sold by reliable dealers everywhere.

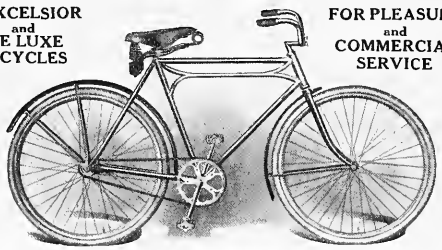
UNITED STATES TIRE COMPANY

Broadway at 58th Street, New York City

EXCELSIOR CYCLE CO.

EXCELSIOR and DE LUXE BICYCLES

FOR PLEASURE and COMMERCIAL SERVICE



Our New Curvilinear Truss

Write for Catalog showing a full line of Standard Models

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Quality

A "quality" circulation produces real returns to "quality" advertisers.

Bicycling World and Motorcycle Review subscribers appreciate a good thing and are able to spend money for anything that looks good to them.

If real returns—in dollars and cents—are what you are after and if you have the real goods, offer them through these pages.

Bicycling World and Motorcycle Review

239 W. 39th St. **New York City**

Firestone Cycle Tires

Greatest quantity of rubber, specially treated. Finest fabric, specially woven. Specify them for your new motorcycle or order them for old. Leading dealers everywhere.

Firestone Tire & Rubber Co. Akron, Ohio

Non-Skid or Corrugated Tread — All Styles — All Sizes

F-N

SEE US
AT
New York Show
Space D-135

Fentress-Newton Mfg. Co.
Detroit Michigan

READING-STANDARD

Reading Standard Bicycles are guaranteed for three years, but their quality lasts longer. Investigate. A good proposition for live dealers.

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SOLAR MOTOR CYCLE LAMPS

1915 MODELS 1915
ELECTRIC HEADLIGHTS

See them
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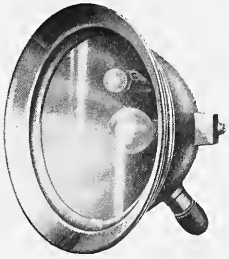
New York Show
Jan. 2-9



Double Bulb
Model E. M. 2
Price $5.00

Nitrogen Gas Filled Electric Bulbs

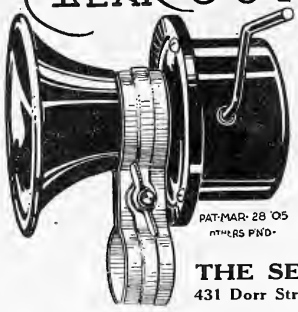
In Solars, Doubles, Power and Range of Light—*Get the Best.* Catalog on Request

The BADGER BRASS MFG. CO.
KENOSHA U. S. A. NEW YORK

SPROCKETS
FOR
BICYCLES-MOTORCYCLES

THE PARISH & BINGHAM CO.
CLEVELAND, OHIO

CLEAR-O-U-T



Mechanical Operated Horn

No Batteries or Wiring Required

RETAILS AT
75 CENTS
Ask Your Jobber or Dealer

THE SEISS MFG. CO.
431 Dorr Street, TOLEDO, OHIO

Rogers
ROGERS MANUFACTURING COMPANY

Underslung spring suspension—wonderfully easy riding. Extra heavy tubing and drop forged fittings.

Real hair upholstery Mahogany trimmings.

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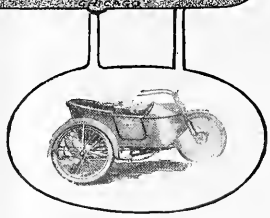


Most popular sidecar on the market.

Sturdy, safe, comfortable. Handsomely finished. New improvements for 1915.

Price, $75.00 complete. No extras.

ROGERS MFG. CO., Hearst Bldg., Chicago, Ill.
H. T. ROBERTS, Selling Agent

PIERCE

A Quality Bicycle at a reasonable price

PIERCE CYCLE CO.
BUFFALO, N.Y.

Dealers' Directory

NEW YORK, N. Y.

AUDUBON MOTORCYCLE GARAGE,
4192 Broadway, near 178th St.
H. RAOUL.
Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
GAULOIS TIRES AGENCY.
Repairs Guaranteed. F. A. M. Shop.

DRISCOLL & JEANROY
DAYTON DISTRIBUTORS.
Full line of parts and accessories. Repairs guaranteed.
Open day and night for storage customers.
209 W. 126th St., near 7th Ave.

THE NEW YORK MOTORCYCLE CO.
1777 Broadway.
THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

HARLEY-DAVIDSON SALES CO. OF NEW YORK.
533 W. 110TH ST., NEAR BROADWAY.
DISTRIBUTORS FOR
HARLEY-DAVIDSON MOTORCYCLES.
COMPLETE STOCK OF MACHINES AND PARTS. ROGERS SIDE CARS.

NEW YORK—CONTINUED

PLAZA MOTORCYCLE EXCHANGE
We Buy, Sell and Repair Motorcycles and Bicycles, Tires, Parts and Supplies.
Delivery from stock on Indian and Excelsior, cash or easy payments.
Queensboro Plaza, Long Island City, N. Y.

GUS ROTHOLZ
MOTORCYCLES.
Agent for EXCELSIOR, LIMITED and HENDERSON.
1491 Fifth Ave., Bet. 119th and 120th Sts.
Telephone, Harlem 2337.

BEN RUDERMAN
Brooklyn and Long Island Distributor for
THOR MOTORCYCLE
Full Line of Parts.
1031 Bedford Avenue, Brooklyn.

AMOS SHIRLEY
Agent for INDIAN and EXCELSIOR MOTORCYCLES. A large supply of Parts of different makes kept in stock. Also agent for over 20 years for Columbia, Hartford and Fay Juvenile Bicycles. Easy Payments. Repairs and Accessories.
935 Eighth Ave., Bet. 55th and 56th Sts.

NEW YORK—CONTINUED

E. J. WILLIS CO.
Agents Wanted for our Special Brand of BICYCLE AND MOTORCYCLE TIRES.
Write for Proposition
Full line of Bicycle and Motorcycle Supplies.
85 Chambers St., New York City.
Telephone, 3624 Worth.

YALE MOTORCYCLE
STANDARD PARTS — ACCESSORIES
SPECIAL YALE EQUIPMENT
Mail orders filled day received.
LOUIS GOLDSMITH,
92-98 St. Nicholas Ave., New York, N. Y.

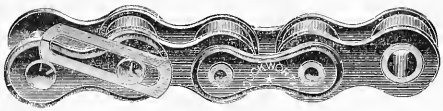
BEACON-ON-HUDSON, N. Y.

GEORGE SORENSEN
148 Main St., Beacon-on-Hudson, N. Y.
Tel. 164. (Formerly of Peekskill, N. Y.)
Motorcycles, Bicycles and Supplies.
An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

MILWAUKEE, WIS.

STANDARD CYCLE CO.
Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
185 3rd St., Milwaukee, Wis.
Long Distance Telephone, Grand 62.

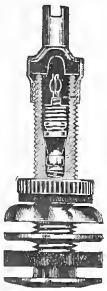
Bicycling World and Motorcycle Review, with its predominantly trade circulation, affords you the most economical means of reaching the jobbers and dealers, through whom over 85% of the products in this field are merchandised.



DUCKWORTH CHAINS

Used by all the Leading Manufacturers. Used by the Winning riders in all the big races and endurance contests. The kind that always make good.

DUCKWORTH CHAIN & MANUFACTURING COMPANY, Springfield, Mass.



SCHRADER UNIVERSAL VALVE

(Trade Mark Registered April 30, 1895)

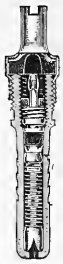
Simple and Absolutely Airtight

Manufactured by

A. SCHRADER'S SON, Inc.

Established 1844

783-791 Atlantic Avenue **Brooklyn, N. Y.**



For Sale—Wants—Exchange

A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order

BUSINESS OPPORTUNITY

WANTED—Salesmen who can sell bicycles and bicycle supplies. Men who are so sure of their business ability that they would be willing to back it to the extent of taking, say $1,000 or more, interest in a well established and growing manufacturing and jobbing business. New policies for the coming year necessitates more men in the field. We want the best and want to make it interesting to that class. Our goods are right, our prices are right and there is rich territory open for the right men. Box T732, care Bicycling World.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

BROOKLYN and LONG ISLAND HEADQUARTERS 1915 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Write for catalog. "BOB" BRAZENOR, 1507 Bushwick Ave. and 1157 Bedford Ave., Brooklyn, N. Y.

FOR SALE—An established motorcycle business in a city of 225,000. Agencies, Thor and Flying Merkel; will inventory $2,000. Address Box D425, care Bicycling World.

FOR SALE—Old established bicycle business; city of twelve thousand. BROWNSVILLE BICYCLE SHOP, Brownsville, Texas.

THE JONES

Makes Fun of Pumping!

A dandy combination outfit: High pressure pump, tire tool and container for the tire-repair kit.

THE JONES TIRE PUMP

When assembled for touring, everything goes into a compact group only 11 in. long. The pump handle serves as a protector for your hose. In use, unscrew cap on end of pump cylinder and take out your tire repair articles. After repairing puncture or blowout, attach pump to socket connections (permanently mounted on your machine) insert handle and pump up tire. It's easy work done this way.

Wouldn't you like one of these outfits? Price, $2.50. Heavily nickel-plated. Very attractive.

Write your jobber for your sample.

JONES & NOYES, 153-155 W. Austin Ave., Chicago, Illinois

Get catalog and agency proposition

IVER JOHNSON'S ARMS & CYCLE WORKS

360 River Street, Fitchburg, Mass.

New York, 99 Chambers Street St. Paul, 2080 Grand Avenue

MOTOCYCLE SUPPLIES
BICYCLE GOODS

Ask for new Motocycle Catalog No. 58 XX and Bargain Book of Bicycle and Motocycle Supplies No. 146.

Please write us on your letter head

"Indian" Agents

NEW YORK SPORTING GOODS CO.

15 and 17 Warren St., New York

HIGH-GRADE

wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

Morse Twin Roller Chain

NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

SEND FOR CATALOG AND TRADE PRICE TO

MORSE CHAIN CO., ITHACA, N. Y.

Star Ball Retainers

are universally used in

Automobiles
Bicycles
Coaster Brakes
Sewing Machines
Lawn Mowers
Machinery, Etc.

THE STAR BALL RETAINER CO.

Lancaster, Pa.

Be Good to One Another

Get your friends to read this paper. They will like it and thank you for recommending it.

DOW'S BICYCLE LUGGAGE CARRIER

Best thing for the purpose ever put on the market. In use all over the United States. Can be put on or detached instantly with adjustable hook. Good sellers, because the riders all want them and the price is popular. Write for Prices.

DOW WIRE AND IRON WORKS, Louisville, Ky.

Supplee-Biddle Hardware Co.

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BICYCLES AND SUNDRIES

Prompt and complete shipments

MILLER TRIPLEX SIDE SEAT

Send for Booklet and Agency Proposition

Haverford Cycle Co.

825-829 Arch Street
Philadelphia, Pa.

The High Cost of Living Reduced

HOW to reduce Tire Expense, the biggest running expense of a motorcycle.

The above information will be given free in form of a pamphlet referring to all standard makes of tires, if you will address

THE TWITCHELL GAUGE CO.

1200 Michigan Avenue Chicago, Illinois

PENNSYLVANIA
Red Oilproof Tread
VACUUM CUP TIRES

The biggest selling of all manufacturers' brands of bicycle tires.

Pennsylvania Rubber Company

Jeannette, Pa.

"Experience Shows Me"

Says John Wise the Successful Motorcycle Dealer

"That the cash register doesn't work when there's 'free service.'

"All this 'get your lights free' and 'generate your own current' is fine—until the rider starts to do it.

"I avoid losses like this, give the riders better value and make more money myself by making a combination offer including a mechanical horn, lamp, automatic reducing valve and Prest-O-Lite.

"I can sell that combination for about **half** the cost of an electric outfit, and yet make just as good a profit.

"And it's a profit that stays in my pocket, too. It doesn't leak out in 'free service,' and adjusting kicks.

"And the rider gets the simplest, most convenient, most reliable equipment on the market, **bought for less and operated for less** than any of the 'toy stuff.'

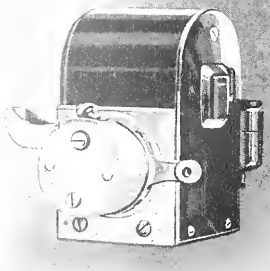
"No kicks or come-backs on this offer, either. If you haven't been getting this extra profit, better look into it right now."

PREST-O-LITE

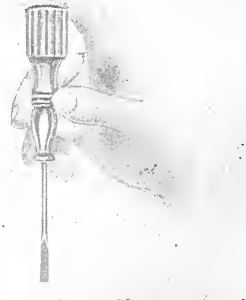
The Only Practical Lighting System for Motorcycles

For full details of a proposition that will interest every motorcycle dealer, write your name and address on the margin of this page—send it to the Prest-O-Lite Co., Inc., 245 Speedway, Indianapolis, Ind.

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.



Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

Seasonable Greeting

"I wish to state that during the 303 miles of the Savannah Grand Prize, your DIXIE MAGNETO and SPLITDORF SPARK PLUGS never missed an explosion. We think the combination is the world's best motor ignition."

Such is Lee Taylor's greeting to the Splitdorf Electrical Company, in the course of his letter of thanks for the special money prize—incidentally a bonus, too—which the company offered for the winning use of its ignition in the season's classic road race.

And Lee Taylor's enthusiasm over the qualities of the new DIXIE is the most seasonable greeting possible to the motorcycling world in general—a new comer's instant vindication in the year's most strenuous contest, is pleasant news in view of the prominence the DIXIE will attain in the 1915 season.

It is vindication for the Splitdorf Electrical Company; it is vindication for the motorcycle manufacturers who have adopted the DIXIE for 1915 equipment and it is vindication for every motorcyclist who insists upon the DIXIE and SPLITDORF PLUGS—"the world's best motor ignition."

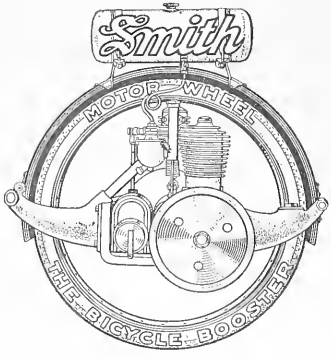
Let us send you an illustrated booklet giving details of the DIXIE MAGNETO. It's free for the asking.

SPLITDORF ELECTRICAL COMPANY

ATLANTA.....10-12 E. Harris St
BOSTON.....1112 Boylston St.
CHICAGO.....61-72 E. 14th St.
CINCINNATI.....811 Race St
DALLAS.....402 S. Ervay St.
DAYTON.....427 East 3rd St.
DETROIT.....972 Woodward Ave.
KANSAS CITY.....1827 Grand Ave
LONDON

LOS ANGELES.....1215 S. Hope St
MINNEAPOLIS.....34 S. 8th St
NEWARK.....290 Halsey St
NEW YORK.....18-20 W. 63rd St.
PHILADELPHIA.....210-12 N. 13th St.
SAN FRANCISCO.....1028 Geary St
SEATTLE.....1628 Broadway
TORONTO.....469 Yonge St
BUENOS AIRES

Sells Itself and— Bikes and Accessories Too



"Let's Go Motorwheeling"

An Indiana dealer says:

"My store is on a side street, but the Smith Motor Wheel has given me a main street patronage.

I am doing a good business with the little motor itself and at the same time I am selling twice as many bicycles and accessories as heretofore." The

Smith
MOTOR WHEEL
"The Bicycle Booster"

attaches to and detaches from any bike in a few moments. One motor wheel suffices for the entire family, as it can easily be moved from one bicycle to another. It weighs less than 50 pounds, propels any bicycle 20 miles an hour and runs 80 miles on one gallon of gasoline. It means a sudden business revival for every dealer who secures the selling agency.

The Smith Motor Wheel is positively the most fascinating means of outdoor recreation ever offered the American public.

Who rides a Smith Motor Wheel rides in comfort and safety—no oil-spattered clothing, no vibration—an exhilarating, cleanly sport.

We invite applications from responsible, well-established dealers in open territory who will mention make of Motorcycles and Bicycles now handled, volume of business done, etc.

The Smith Motor Wheel is fully protected by patents in the U. S. and foreign countries.

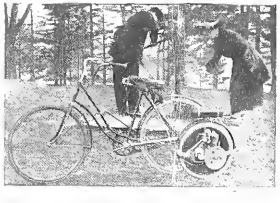
MOTOR WHEEL DIVISION "X"

A. O. SMITH COMPANY

Sole Manufacturers and Distributors

MILWAUKEE WISCONSIN

"Motorwheeling"



Motorwheeling is a "Companionoble" Sport

The Motor Wheel is reviving tandem riding

The Bicycling World and Motorcycle Review

Founded 1877

38th Year | New York, January 5, 1915 | Ten cents a copy Two dollars a year

NINE!

This is a year of few motorcycle improvements. Yet the INDIAN brings out NINE basic advancements for 1915

"Indian Motocycle" Hendee Manufacturing Co Springfield Mass U.S.A.

Remember this when you are looking over the new machines at the New York Show.

The tremendous sales-effect of this achievement is apparent.

The Indian dealer absolutely commands the selling situation for the coming year with the NINE SWEEPING INNOVATIONS embodied in 1915 Indian models.

These are not mere refinements. (1915 Indians have dozens of detail changes). The BIG NINE are *real improvements*—mechanical creations which represent and point the way to the progress of the whole motorcycle industry.

It's the story of leadership again—of Indian predominance. It's the story of Indian dealer success—made stronger and greater than ever.

You want an increased income for the selling season now at hand. 1915 Indians put in your hands the most powerful means of making money in the whole motorcycle field.

As ever, Indian leadership is *dealer leadership.*

Get behind—and push!

1915 Catalogue Now Ready

HENDEE MANUFACTURING CO., Springfield, Mass.

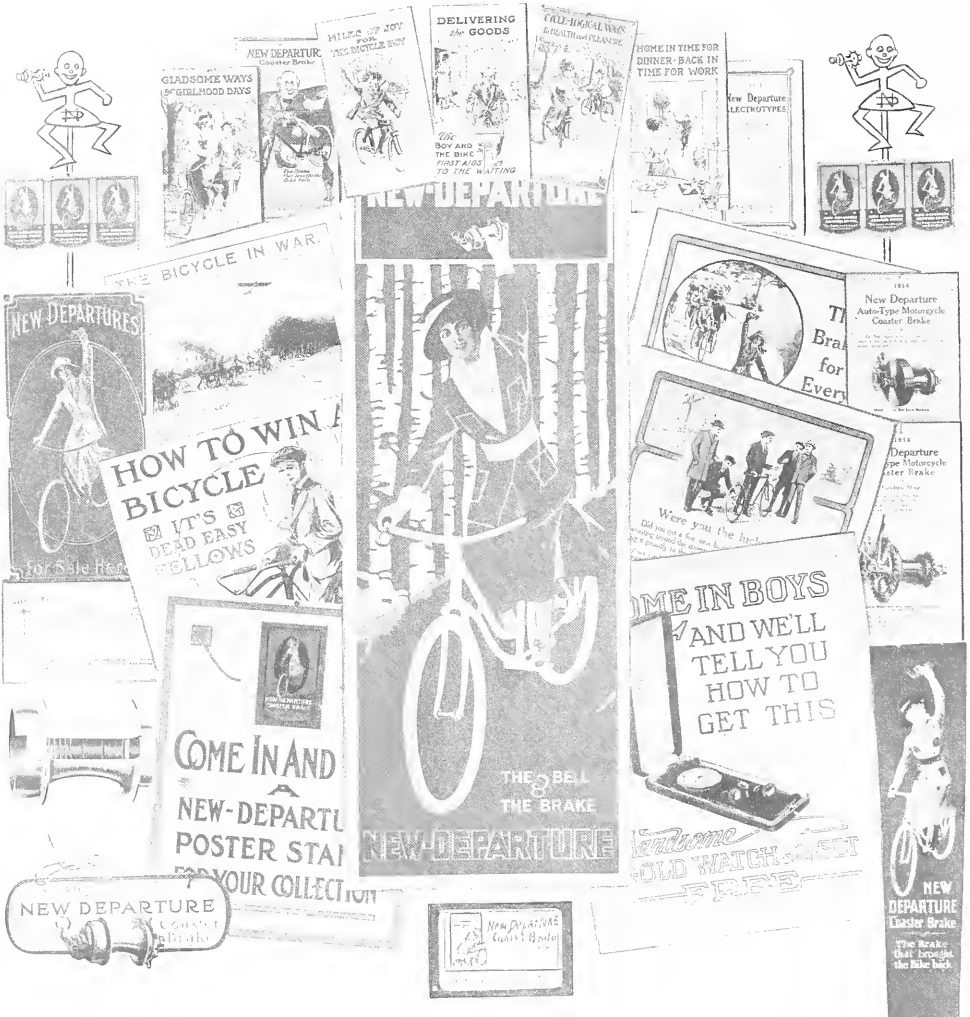
(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

Do You Want To Sell More Bicycles



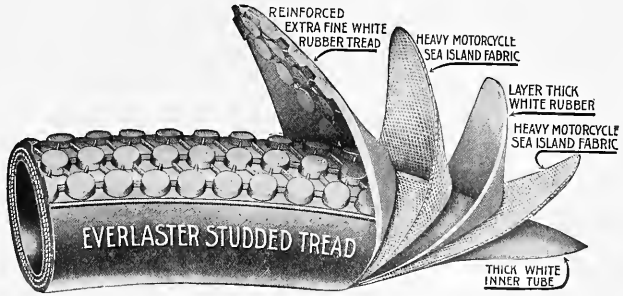
SPECIFY New Departures and call upon us for this big assortment of new WAR POSTERS—WINDOW CARDS—FOLDERS—SIGNS—BOOKLETS—POSTER STAMPS—JOY BOYS and new plans for selling bicycles.

They are your best business builders.

Drop us a line today and get started on the new campaign.

The New Departure Manufacturing Co.

Bristol, Conn., U. S. A.



Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

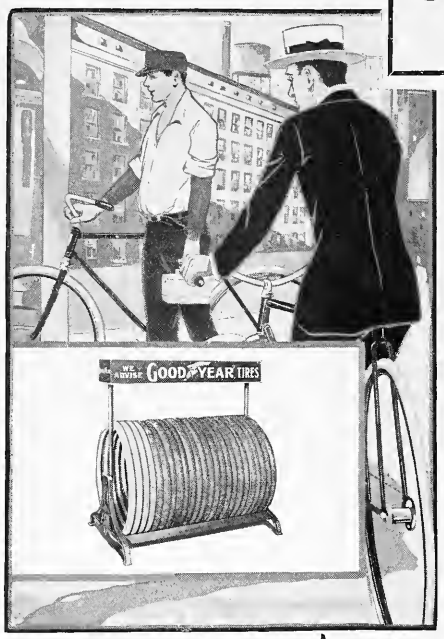
They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

GOODYEAR
AKRON
Bicycle Tires



$2.48 Each For $4.25 Bicycle Tires

The standard price of the best bicycle tire is $4.25 each today. Of course there are lower grades and prices, but poor tires are not worth while.

The Goodyear-Akron price is $2.48 each with smooth tread—$2.75 with Non-Skid. And no better tire was ever built—because no man has ever devised a better method than used by Goodyear.

Goodyears hold top place in tiredom. For automobiles, they outsell any other make; for motorcycles they outsell all other makes **combined.** And Goodyear-Akrons are made in the world's largest tire plant with an output up to 10,000 tires per day.

Trouble or Service?

You get one of these two things in a tire. There is no getting away from this fact.

If you buy Goodyear-Akron Tires you get $4.25 service for $2.48. If you buy any other tire made at anywhere near our price you may be risking tire trouble.

Wrong tires nearly killed the bicycle in this country. Goodyear Tires have brought the "bike" back. They give to riders what all have sought for years—utter reliability.

These tires are built with the idea of quality first.

Note This Guarantee

When you buy Goodyear Bicycle Tires you run no chances in spite of their low price. Because these tires are guaranteed by us for both materials and workmanship.

Should they fail, the dealer from whom you bought them is authorized to make good. And we, in turn, make good to the dealer.

Yet the chances are extremely rare that you will ever use this guarantee. Because each tire has eight separate inspections before it leaves our factory. It is filled with air and kept under observation for one whole week. Thus, an imperfect tire is practically unknown to Goodyear riders.

Dealers! Get This Book of Sales Helps FREE

"New Ways to New Business" is the title of a 32-page book that gives every bicycle tire dealer invaluable sales assistance. A score of brilliant writers, artists and merchandisers have contributed to this work.

Dealers who have used it have achieved great gains.

It brings you a brilliant array of business ideas, **ready prepared,** for your use. They cover newspaper advertisements, publicity stories, circulars, window displays, moving picture slides, booklets, bicycle tire racks, schemes for clubs, races and competitions—calendars, blotters, etc.

Remember that we send this book **free, postpaid.** Mail the coupon today while the edition lasts.

Dealers! Mail for Business Book FREE

THE GOODYEAR TIRE & RUBBER CO.
Dept. 228, Akron, Ohio

Please send free, postpaid, your color-illustrated book, "New Ways to New Business."

Concern Name.....

My Name.....

Address .....

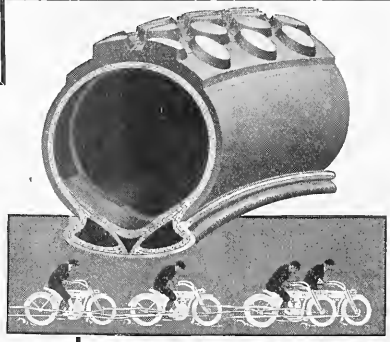
THE GOODYEAR TIRE & RUBBER CO., Dept. 228 Akron, Ohio

Makers of Goodyear Automobile Tires

GOODYEAR
AKRON, OHIO
Motorcycle Tires

The Summit In Motorcycle Tires

Reached By Features In 1915 Goodyears



Note these new things that we give you in Goodyear Motorcycle Tires. Yet without adding a penny to their prices.

Look for these 7 features when you see Goodyears at the shows. Or go to your nearest dealer today and ask to see them. Here they are:

Chafing Prevented—by the perfect feather-edge on the flap, and by giving a 30% heavier inner tube.

Creeping Prevented—by stiffer, firmer beads—and also by equipping the tube with a valve spreader.

Ply-Separation Prevented—by welding each ply at the splice—the same as in making our famous Goodyear Automobile Tires.

Besides all these, we have added a Breaker Strip, and have made a still more durable tread.

Cost You Nothing

These 7 new features—these reinforcements—cost us in a year an extra fortune.

Yet we give them freely—without, remember, increasing the price.

Thus they really cost you nothing, and yet add to the value of your tire in five separate ways.

Why We Do This

One reason is to maintain Goodyear supremacy. Others are seeking our laurels. And we keep ahead of all each year by fighting harder than they.

This is the penalty of Goodyear leadership. For these tires now have won in every field.

They have won all great records for speed. They have won over all for durability. They have won the riders and they have won the dealers.

Now three out of every four motorcycles are equipped with Goodyears. In 1915 thousands more will ride them.

No rider can long deprive himself of such satisfaction. Once you try them—as you must—you will only regret that you did not discover them sooner.

Go see any Goodyear dealer today.

Dealers! See How Goodyear Helps You Win

We do not end our obligation when we sell you a stock. Right there we shoulder the responsibility of helping you make quick increased sales to riders.

This costs us thousands yearly. We teach consumers all over your territory to demand these matchless tires. Our national advertising penetrates into every town.

We furnish you powerful letters, strong store and window displays—a beautiful tire rack and the accessory show case.

Then also other timely salesmakers ready for your use—prepared by a galaxy of brilliant writers, artists and merchandisers.

Our dealer selling service is costly, complete and high-powered. Much of this imposing material is the dealer's without extra cost, and the expense is ours.

Get This 1915 Goodyear Offer

Learn the interesting plan devised by great sales experts that now makes your store a Goodyear Service Station.

Think what this means when 3 out of 4 new Motorcycles are equipped with Goodyears. Remember, also, that these invincible tires are winning thousands every month.

Every day saved in having this proposition means dollars to you. The coupon brings it by return mail, free. Send it at once—you incur no obligation whatever.

Dealers! Mail to Make Money

THE GOODYEAR TIRE & RUBBER CO.
Dept. 303, Akron, Ohio

Without obligation to me, send at once your 1915 Goodyear Service Station offer to dealers.

Concern Name.....

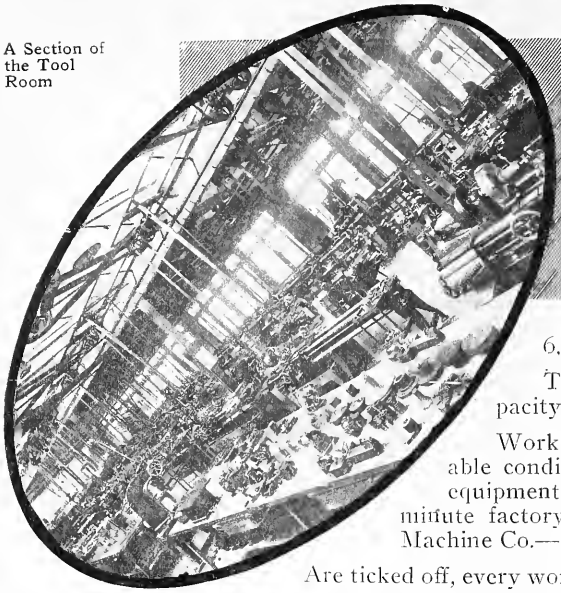
My Name.....

Address .....

THE GOODYEAR TIRE & RUBBER CO., Dept. 303 Akron, Ohio

Makers of Goodyear Automobile Tires

A Section of the Tool Room



The Sturmey Three-Speed

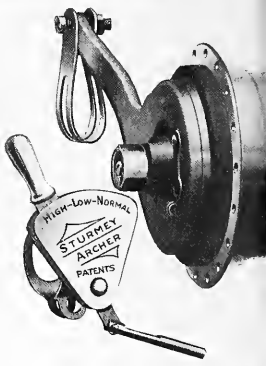
6,800 hours a day—

The aggregate daily capacity time of 850 men—

Working under most favorable conditions of air, light and equipment, in the down-to-the-minute factory of the King Sewing Machine Co.—

Are ticked off, every working day of the year—

To bring to you the **Sturmey - Archer Three - Speed Coaster Hub**—the most useful and saving accessory known to the world of cyclists—an energy-saver that cyclists hurry to buy.



SAFETY—CONVENI

Fits Any Chain

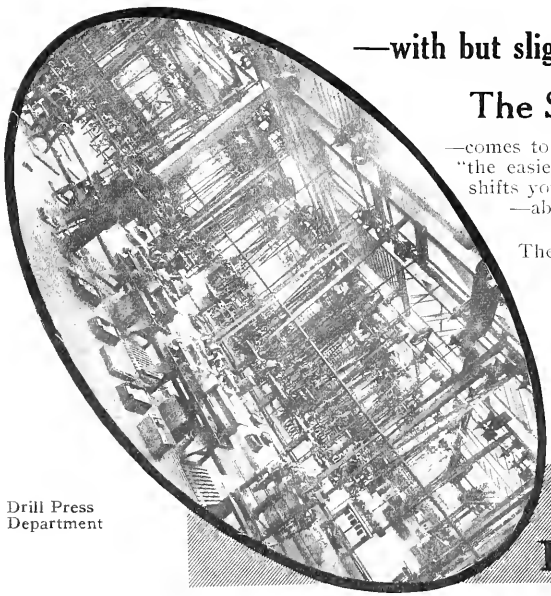
—with but slight adjustment—relieves the fatigue of tra

The Sturmey-Archer Triple Gear

—comes to the rescue of the rider in every contingency, with "the easiest way" to meet conditions. A touch of the lever shifts your gears—while pedalling, coasting, or standing still—absolutely without jerking or slipping of the pedals.

The three variations of gear—high, medium, and low—enable the rider to travel easily over good or bad roads, up steep hills, or against strong winds.

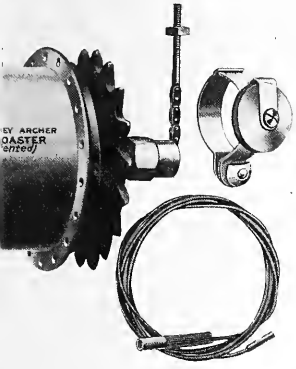
And the entire Sturmey-Archer equipment adds less than 2¼ pounds to the regulation weight of the bicycle—a negligible amount, in the face of the pedalling facility.

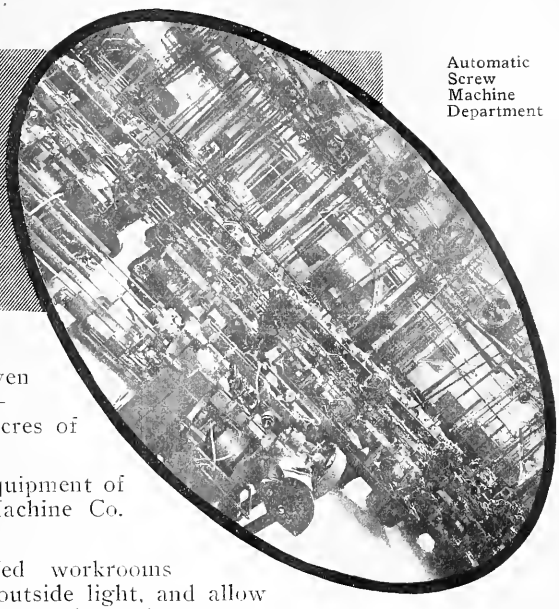


Drill Press Department

Cycle Mfg.
180 N. Dearborn St.

Archer Coaster Hub





Automatic Screw Machine Department

800 electrically driven automatic machines—Distributed over 9 acres of main floor space—

Total the machine equipment of the King Sewing Machine Co. Buffalo factory.

The sawtooth roofed workrooms utilize every ray of outside light, and allow for the admittance of pure, fresh air.

Such ideal conditions make for perfection in the finished product—**the Sturmey- Archer Three - Speed Coaster Hub**—the absolute comfort of every cyclist.

ENCE—SIMPLICITY

Driven Bicycle

itional "hard pumping," and eliminates dangers of cycling

The Sturmey-Archer Hub Brake

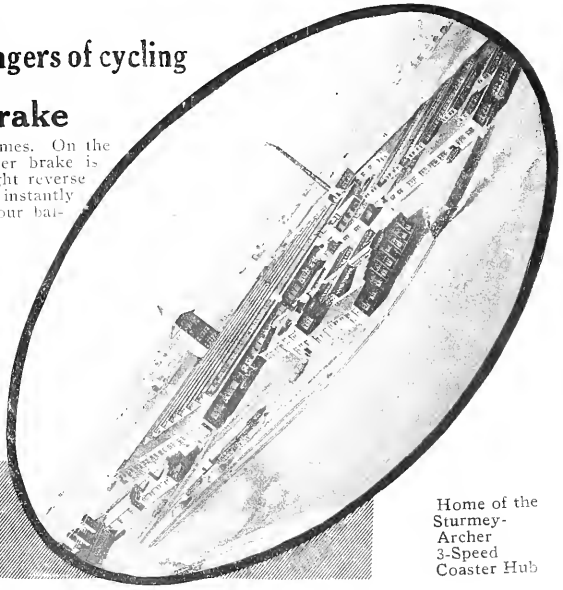
—gives the rider absolute control of his machine at all times. On the steepest hill or at the highest speed, the Sturmey-Archer brake is always ready to bring your wheel to a full stop, by a slight reverse pressure on the pedal. The Sturmey-Archer brake acts instantly and effectively on the rear wheel, without endangering your balance, or causing the slightest difficulty in dismounting.

Easily Adjusted

—to any chain-driven bicycle by simple mechanical devices, easily accessible and strongly built.

Dealers: Every cyclist—whether for business or pleasure—requires ease, safety, and convenience. That's why dealers re-order Sturmey-Archer Hubs at big profits. Let's start your profits now.

Mfd. under license, U. S. and British patents. Standard equipment on Columbia, Rambler, Tribune, Cleveland, Crescent, Monarch, Dayton and Excelsior bicycles.



Home of the Sturmey-Archer 3-Speed Coaster Hub

& Supply Co.
Chicago. Ill.

Better and Bigger Profits with the Dayton

And they are permanent.

No back-kicks, knocking or dissatisfied customers for the Dayton dealer to pacify.

On the other hand, Dayton purchasers boost. That means easy sales, more money and a constantly growing business.

Have you investigated the agency possibilities in your territory for

The DAYTON

You will profit by it.

This big, husky machine is making good with a vengeance, and is earning hosts of friends everywhere. The Dayton Agency is the best asset for the present and future that any motorcycle manufacturer can offer you.

Perhaps your territory is open.

Why not write and ask us?

We have some interesting facts ready to show you.

The Davis Sewing Machine Co.
Dayton, Ohio **Department C.**

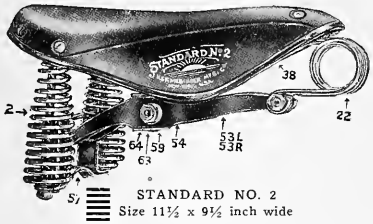
Important New Features

Better Than Ever

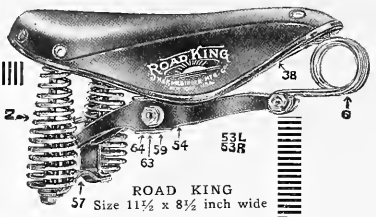
Make these standard Saddles better than ever this year.

In the 1915

Mesinger Bicycle Saddles



STANDARD NO. 2
Size 11½ x 9½ inch wide



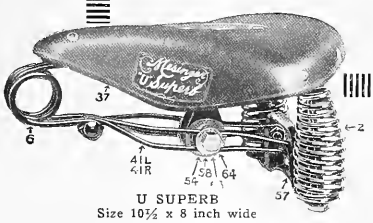
ROAD KING
Size 11½ x 8½ inch wide

Superior efficiency is secured by the ***center compression*** spring mounting, which saves the springs and eliminates side sway.

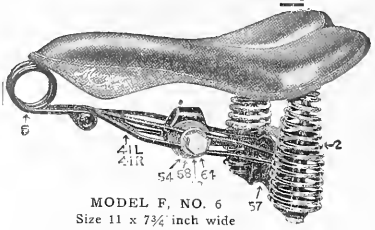
Our heavy investment to embody this improvement has been well justified by the result; perfect and permanent comfort.

All springs on this Saddle can only be compressed from the center as there is no side attachment.

We send Manufacturing Jobbers our complete line of Suspension and Padded Saddles.



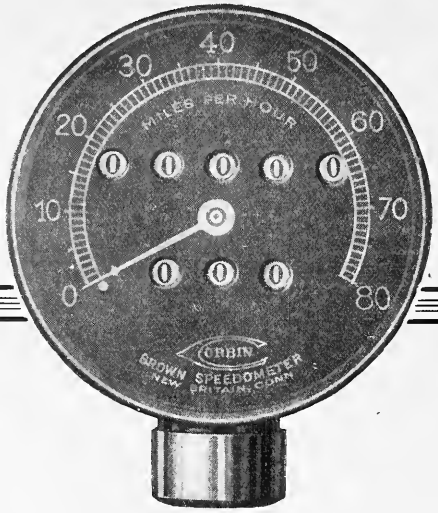
U SUPERB
Size 10½ x 8 inch wide



MODEL F, NO. 6
Size 11 x 7¾ inch wide

H. & F. MESINGER MANUFACTURING COMPANY

Austin Place, East 144th Street **New York**



THE CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

The Corbin-Brown Speedometer has registered more miles for motorcyclists than all other makes of speedometers combined. And every mile has been an accurate one.

Of all motorcycles equipped with speedometers 75% carry the Corbin-Brown equipment. For sale by all motorcycle dealers. Specify the Corbin-Brown Speedometer.

Price $15

Write today for catalog

Will exhibit at the New York Automobile Show, Jan. 2 to 9, inclusive. Space C-102, 3rd Floor.

THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Brakes and Automatic Screw Machine Parts

The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX | New York, January 5, 1915 | No. 16

New York Show Proves a Powerful Magnet

The Week's News : : at a Glance : :

New York Show Opens Its Doors
Miami Mystery Is a Lightweight Single
Pope Brings Out Single With Two-Speed Gear
Schickel Surprises With Lightweight and Bicycle Auxiliary
Gerhart Now on View
Reading Cycle Co. Produces New Designs
Mesinger-Whitney Co. Formed
Detroit May Bid for State F. A. M. Meet
Amos Shirley Sued in Curious Action
Connecticut Requires License Plates on Machines of Non-Residents

SPECIAL FEATURES
John Prospect
Looking Back at 1914
What Is New in England

Motorcycle Exhibition Draws Dealers From Near and Far to View New Models and Latest Accessories - Great Crowd Present at Opening

The day after Father Time chased the old year away into the past and ushered in the New Year, the New York show revealed its contents to the crowds of spectators that thronged through the doors of the Grand Central Palace of that city to witness the Fifteenth Annual Automobile Show, on Saturday, January 2nd.

Does the New York show beat the display at the First Regiment Armory, Chicago? It does not. There are only a quarter of the exhibitors who showed their products at the western display on the fourth floor of the Palace, where all the motorcycle display is located. And the displays are confined to a smaller space.

But the quality's there! Most of the three-speed machines that were shown in Chicago are there, and while the first touch of newness has worn off the triple-speedsters in the interim, an opportunity is offered the trade for close inspection of the models that will go down in motorcycling history as making a "three-speed" year of 1915.

And then there is the new Gerhart four-cylinder motorcycle shown for the first time to a show crowd. Rivaling this in interest and importance is the little "motor bicycle" product of the Miami factory, and the Schickel surprises, and the Yale all-weather finish.

In all, 13 separate exhibits of motorcycles are to be found on the fourth floor of the Palace, besides about 70 exhibits of accessories to be used on the two-wheelers, which disclose newness in detail, in horns, spark plugs and other fitments which are much too numerous to mention.

These three men are the producers of the show—Smith, Pope and Leland, the show committee

Despite the fact that free tickets were given out for Saturday afternoon and night, the crowd did not come to the fourth floor of the show merely to pass a pleasant evening. They came to see the products of the various factories, and they noted eagerly everything new, from the all-weather finish of the Yale twin on its stand in the forefront of the Consolidated booth to the illuminated crankcase of the Harley-Davidson.

It was above all an intelligent crowd, able to discern value in motorcycles and accessories for itself. While the crowds on the lower floors, where the great array of motors stood, circulated around in a haphazard way, as is usual with curiosity seekers on "free night," the visitors to the two-wheeler and accessory booths took a keen interest in what was displayed. In most of the booths the machines were inspected from every angle, above, below, from the side. It was impossible in some cases to get near the machines, so great was the throng.

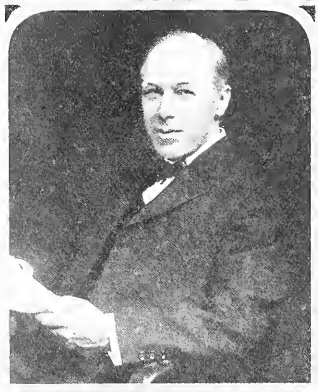
Where One Old Friend Met Another

Dealers from everywhere came and greeted each other at this assemblage of the trade. And they were a live bunch of fellows, all on good terms with the representatives of the factories, the sales managers, assistant sales managers, and members of the sales force who were there to help them in every way possible. It was a fine chance to get together and how they all did get together! It was a convention on a small scale, with the riders representing a solid purchasing power.

In every booth, more or less, someone was holding an impromptu demonstration of the machines on view, explaining something especially good in the mechanism or design or finish, and listeners thronged around three or four deep. It was "Hello, Tom; how's business?" and "Seen that new Miami thing yet?" or "I got a cigar from Oberwegner," or "Brandt says that business is fine down his way," and so on, everywhere. At this point it is well to observe that the "big fellows" of the trade were not at the show Saturday night. They will all be there later in the week. It was a family crowd, too, and the members of the fair sex sat in the sidecars or convenient seats while their husbands, brothers, or chums discussed business with the representatives of the factory.

Few Booths Were Not Ready

At two o'clock on Saturday the exhibits were in a good stage of completion, but there were several vacant spaces. These could not, under the rules of the building, be filled until six or seven o'clock that night. Saturday night, however, everything was in order except one or two booths, which were arranged by Sunday, making complete the most up-to-date and impressive exhibit of motorcycles ever held in the Grand Central Palace.



S. A. Miles, manager of the show

The new year could not have had a finer start for the motorcycle industry than from this exhibition. Every man of the trade, from the manufacturers to the agents, has been stimulated by it.

Motorcycle Exhibitors

Excelsior Motor Mfg. & Supply Co., Chicago, Ill., D-124-126—Excelsior motorcycles.

Consolidated Mfg. Co., Toledo, O., D-185-187—Yale motorcycles and bicycles.

Davis Sewing Machine Co., Dayton, O., D-150-152—Dayton motorcycles.

Emblem Mfg. Co., Angola, N. Y., D-167-170—Emblem motorcycles.

Harley-Davidson Motor Co., Milwaukee, Wis., D-160-166—Harley-Davidson motorcycles.

Hendee Mfg. Co., Springfield, Mass., D-153-159—Indian motorcycles.

Henderson Motorcycle Co., Detroit, Mich., D-191-192—Henderson motorcycles.

Gerhart Motorcycle Co., Harrisburg, Pa., D-183-184—Gerhart motorcycles.

Miami Cycle & Mfg. Co., Middletown, O., D-127-131—Flying Merkel motorcycles.

Pope Mfg. Co., Westfield, Mass., D-193-195—Pope motorcycles.

Reading Standard Co., Reading, Pa., D-171—Reading-Standard motorcycles.

Schickel Motor Co., Stamford, Conn.

Aurora Automatic Machinery Co., Chicago, Ill., D-188-190—Thor motorcycles. D-132—Schickel motorcycles and bicycle auxiliary.

With the 1915 Motorcycle Offerings

What the Manufacturers Have Prepared for the Current Year for the Devotees of Two-wheelers — Some Entirely New Models and Many Refinements Are Shown

Despite the fact that the sale of accessories forms an important part in the livelihood of dealers in motorcycles, the real attraction of the show is the power-driven two-wheelers, and the section in which the machines are grouped is a magnet which drew and held the crowd of agents and distributers who entered the building the moment the doors were thrown open.

All Saturday afternoon and evening "motorcycle row" on the fourth floor was crowded with enthusiasts, many ready to place orders and leave deposits for single machines for personal use; some seeking only the opportunity of making comparisons between the various makes and models before deciding which machine to buy, and some there were who came merely as sight seers, viewed the offerings and wandered on.

Even those who had seen the Chicago show in all its glory found much that was new in the New York exhibit. While the newness to a very large extent is confined to refinements, mostly in details, there also are machines which are new in their entirety. Most conspicuous among the really important developments since the Chicago exhibition was the Merkel "Mystery," which is disclosed as a lightweight single cylinder machine, tipping the scales at 110 pounds and priced at $125.

Another surprise was found in the Schickel space, where the Stamford disciple of two-stroke motors uncovered a lightweight single weighing 92 pounds and listed at an even hundred dollars. The same manufacturer brought out another unheralded surprise in an auxiliary power plant to be attached to bicycles, which through the medium of a V-belt would convert the pedal machine into a power-driven vehicle. This attachment weighs 50 pounds and is to be sold for $70. Detailed descriptions of these machines are to be found elsewhere in this issue.

While the improvements shown on the machines in the booths of the other manufacturers which have been incorporated since their advent at the Chicago show were in no sense radical, they demonstrated the fact that the manufacturers are unwilling to rest on laurels gained but constantly are seeking to add to the comfort and convenience of riders by supplying them with all the important or lesser improvements which investigation, experimentation and usage show to be worth while.

Gerhart

One of the spaces to which many visitors were attracted was that of the Gerhart, D-183-4, but no sign of a machine was to be seen. Up to the closing time Saturday night, Jay Rohrer, secretary of the Gerhart Motorcycle Company, was compelled to sit on the railing and curse the express company, as well as the post office which delayed his literature and left him helpless and unsmiling.

On Sunday morning the two machines appeared in their crates, and will be on view for the remainder of the exhibition, with a selection of parts. A detailed description of the Gerhart appears in another column.

Excelsior

For the past two or three weeks reports have been coming from more or less authoritive sources of a startling innovation to be introduced in the New York exhibition by the Excelsior Motor Mfg. & Supply Co., of Chicago, makers of Excelsior motorcycles, but up to Monday evening no such rumor could be verified, and those connected with the exhibit disclaimed the possession of any knowledge concerning the alleged mystery. The rumor was persistent, however, that before the close of the show there would be an "added starter" to the Excelsior offering.

Several changes have been made in the Excelsior models since the last public exhibition. Model 15-1 now is furnished with a neutral countershaft which is interchangeable with the three-speed gearset on the model 15-3. The mudguards have been designed with a considerably more pronounced flare and the consequent extra width and depth of them will add not a little to the comfort and cleanliness of the rider, whose body and legs will be more thoroughly protected from the dirt and dust raised by the speeding front and rear wheels of a motorcycle.

The internal expanding brake, which formerly was actuated in conjunction with the clutch control, now is separately connected to the left hand grip, a modification made to meet the requirements of certain erratic state laws which compel all motorcycles operated within such states to be equipped with two brakes, one of which shall be hand controlled.

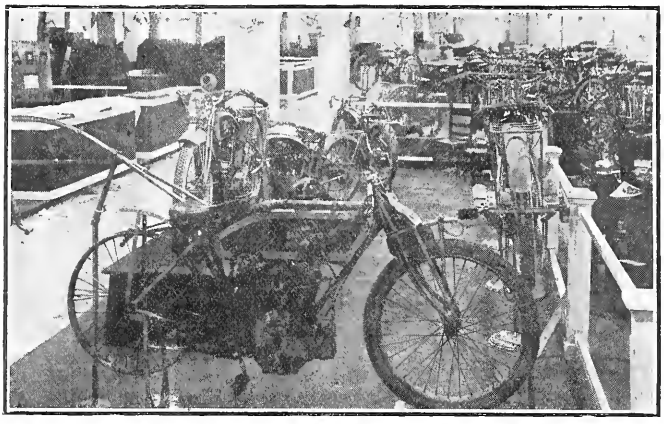
The Excelsior frame lines have been slightly altered and the internal reinforcements no longer are incorporated. The frame now is constructed of 12 gauge steel tubing with long cluster joints and with especially heavily webbed drop forged clusters. The openings for the spark plugs and primers have been changed from the sides of the cylinders to the heads, and the inlet manifold is shorter and more direct than was shown in the earlier designs of the 1915 models

A lock on the gear shift has been designed in the more or less conventional form of a notched quadrant with separate divisions for each speed and a pawl controlled by the clutch lever, engages one or the other of the notches when the clutch lever is engaged, thus preventing inadvertent gear shifting. The use of hinged covers for enclosing the kick starter mechanism has been discontinued in favor of a pressed steel housing.

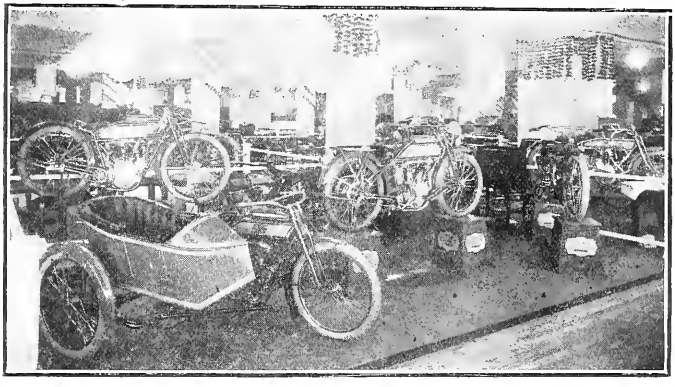
The exhibit contains models 15-1, 15-3, 7-S. C., 7-T. S., 7-C., 4-C., and the stock racer which was ridden by Joe Wolters when he finished second in the Savannah road race last Thanksgiving Day. The attendants at the space were the following: Frank Schwinn, A. J. Rochow, Stanley T. Kellogg, J. W. Grady, Max Sladkin, W. F. Carroll and Tom Sixsmith.

Thor

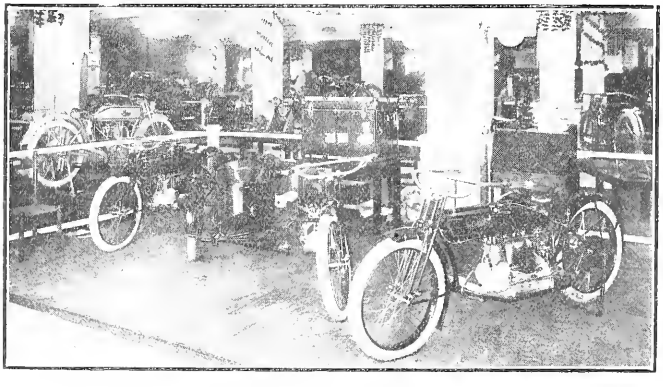
In the Thor booth five models are shown which do not differ essentially from the models which had previously been shown. Here and there are slight mechanical refinements, many of them in mechanical parts which could not be seen without a close inspection of a dismantled machine. The original designs had shown little or no real need of refine-



Excelsiors, with Joe Wolters' mount in foreground



Where the Thor was displayed



How the Henderson looked on parade

ment and consequently the models on view present no radical changes to the inspection of even the experienced investigator. Five Thors are shown, and to one of them, the 12-horsepower twin, a sidecar is attached. The other models are a close coupled racer (twin); a 12-horsepower machine with electrical equipment; a 6-horsepower single and 8-horsepower twin.

The exhibit is in charge of Salesmanager H. N. Kirk, assisted by H. G. Pruett and W. R. Spear.

Henderson

A new spring seat post caught the eye of the knowing observers at the Henderson booth, where three machines are exhibited—a two-speed, to which is attached a Rogers-Henderson sidecar, a two-speed solo and a single speed. The interesting new feature is a special Henderson rocker model seat having side bars with frontal extension carrying a curved saddle post which is bolted to the front of the main saddle frame. The rear suspension embodies the conventional coiled springs. A refinement in the Henderson models is found in a new camshaft so designed as to give higher lifts to the valves and a snappy action which finds its reflex in an increased speed and in greater ease of manipulation and flexibility. The new well-known Henderson demonstrating trunk, containing the disassembled motor so contained within it that the open top and dropped sides of the carrier which permits a detailed inspection of all that goes to make up the power plant, also was a part of the Henderson exhibit, which is in charge of T. W. Henderson, Hugh Fargo and Felix Levin.

Schickel

Aside from the extremely light weight motorcycle and the auxiliary power plant attachment for bicycles which are shown in the Schickel booth, a description of whic his found in other columns of this issue, the space contains two of the Stamford concern's Big 6 models, one with belt drive and one with the power transmitted through the medium of a drive chain. The Schickel exhibit was not uncovered until the early evening and during the afternoon L. H. Cornish was kept busy explaining that the illness of the inventor prevented the latter's appearance at the show. Schickel, however, appeared during the evening and was kept busy answering inquiries concerning his new conception.

Dayton

A number of refinements are at once conspicuous in the Dayton models, which were shown by the Davis Sewing Machine Co., of Dayton, O. Among them is a new method of suspending the footboards. In this detail the change is very slight, being nothing more or less than a simpler, and stronger, method of brazed attachment. There has also been a change in the rocker arms of the spring fork by rounding out the arms somewhat and obtaining thereby greater strength.

A radical refinement has been made in the compression release, which now is so designed that the operating lever is fulcrumed on a long vertical shaft reaching through the top of the timing gear case to a bearing on the under side of the inlet manifold. This arrangement not only makes for greater rigidity and durability but also tends to eliminate vibration from the manifold and carries the control wire to a point where it cannot interfere with any of the moving members of the mechanism. Not the least interesting feature in the Dayton models was observed in the seven and nine horsepower machines, which were supplied with Davis motors. On these models the new Dixie magneto was shown as part of the equipment.

The display consists solely of motorcycles and pedals.

Attending the New York show from the Dayton factory were: President F. T. Huffman, Vice-president G. H. Gorman, Department Manager H. M. Huffman, and J. N. Young, A. F. Brown, C. W. Waughop and F. H. Gibson, salesmen.

Reading-Standard

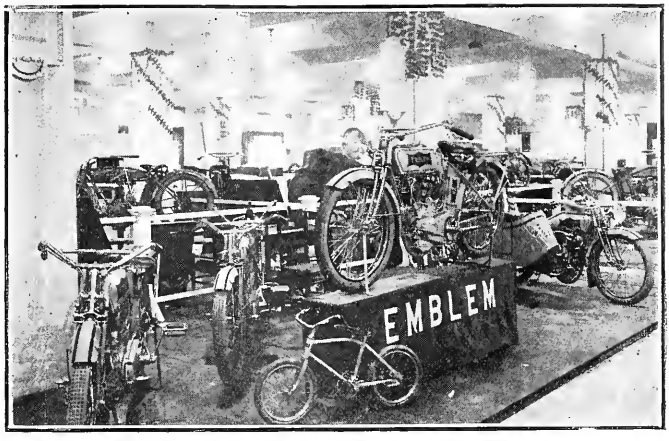
A ten horsepower, twin, two-speed, with Dunham sidecar attached, and a five horsepower single were the only machines shown by the Reading-Standard Co. These do not differ from the models exhibited previously. The space is in charge of Manager E. E. Hinsman, Sales Manager G. E. Atkins and Assistant Treasurer E. Theurer.

Emblem

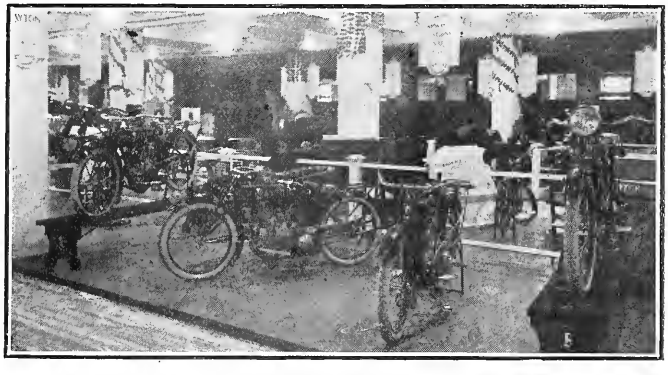
Four Emblems comprised the exhibit of the Emblem Mfg. Co., of Angola, N. Y.—a single-cylinder seven horsepower model, a twelve horsepower equipped with kick starter and carrying a tandem attachment, a twelve horsepower electrically equipped, and a fourteen horsepower with electric equipment, Spliadorf Mag-Dynamo, and with Dunham-Emblem sidecar. General Manager Schack was in charge of the booth and associated with him were M. E. Gale, A. Strogonoff, Fred W. Williams and Otto Sohoffer.

Yale

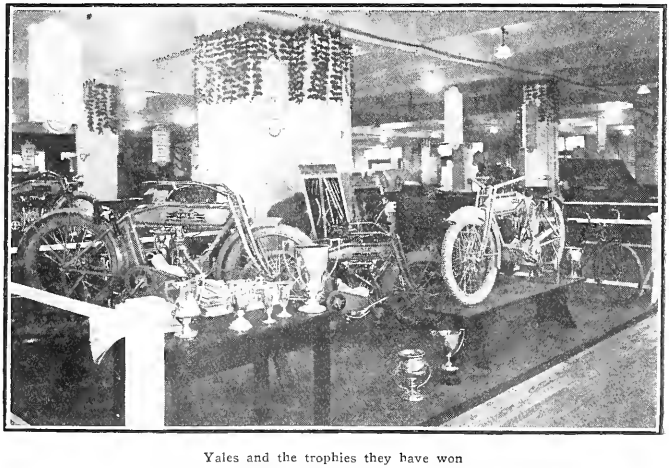
While the motorcycles made by the Consolidated Mfg. Co., of Toledo, O., have not been materially changed in their mechanical construction since the Chicago show, one new feature is staged in the Palace this week, a Yale twin finished throughout in weatherproof gray enamel. In this model which, incidentally, is intended for export trade, there are no polished nickel parts. Spokes, pedals, cranks, handlebars, mudguard supports and all except the motor and motor parts are completely baked in the dull enamel; the motor and exhaust group are finished in black enamel. The appearance is striking and excites most favorable comment from those who have had experience in keeping polished machines in the original condition.



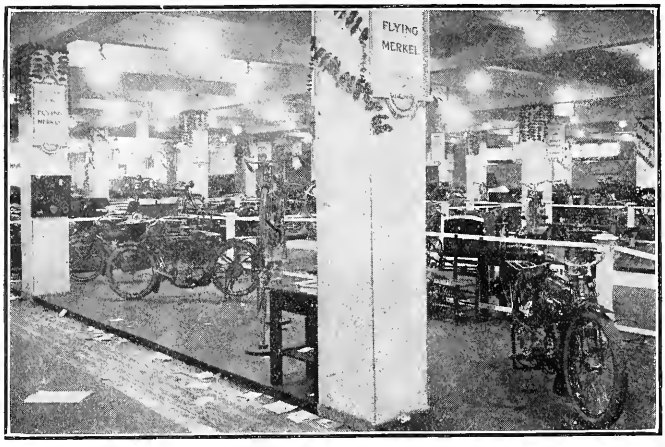
The whole Emblem family, including the baby



What Davis Sewing Machine Co. did with their Daytons

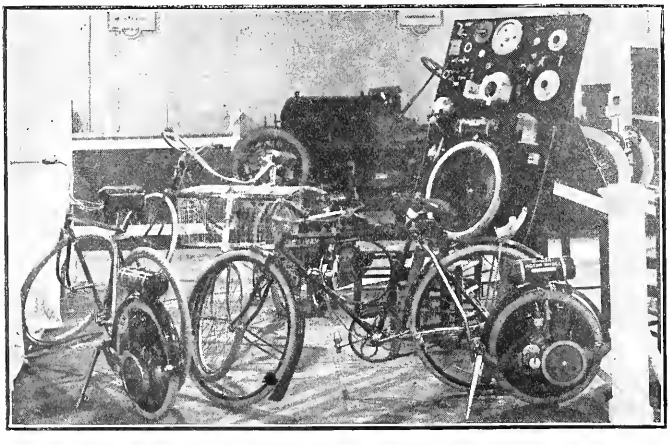


Yales and the trophies they have won



The Merkels grouped about the "Miami Mystery"

The Indians in their war paint



The Smith Motor Wheel for pleasure and business

In addition to the weatherproof twin, the space contains a regular twin, a single-cylinder model, three bicycles, one of them the Harvard camelback "mocycle," and an extensive display of parts, castings and forgings. The demonstrators at the booth include General Manager D. J. Welsh, Assistant Sales Manager H. D. Capron, I. W. Schroeder, F. C. Cornish, H. E. Coryell, E. Kamper and E. W. Matthews.

Indian

A number of refinements have been made in the Hendee product since the 1915 models first were placed before the public, and while none of them can be called radical, they are, nevertheless, of such nature as to elicit the approval of experienced riders. Many of the alterations, if such they properly may be called would not attract the attention of one not versed in motorcycle construction, but to the initiated they are of more than passing interest. One of the most evident changes is the adoption of heavier rear driving chains on all the twin models. On the light twin models the heavy type clutch has been decided on in place of the lighter clutch, the use of which had previously been contemplated.

Such general approval has been accorded the weatherproof finished model, that the "all black" has been made an optional finish and will be supplied on any model when so ordered. An important modification has been made in the clutch control mechanism, which is now arranged so that when the clutch lever is set in the desired position it is possible to alter the tension when the rider encounters soft sand or other heavy road conditions without moving the lever and without taking the hand from the grip at the very time when control of the steering wheel is most essential. This is accomplished through the medium of a pedal at the front of the left footboard, which can easily be depressed and when so depressed reduces the tension of the clutch, permitting slippage, a consequent acceleration of the motor, with its accompanying increased motor speed and higher power. Releasing the pedal returns the clutch to its former position.

A new and much more rugged gear lock has taken the place of that formerly used, the new device being simpler and more durable. As now constructed the possibility of the gears shifting unless actuated by the rider has been eliminated.

Another improvement has been the installation of a switch block positioned at the rear of the tool box on top of the gasoline tank. The block contains two knurled handle switch plugs, the larger of which operates the headlight, turning on the full power or the dimmer, as the occasion of its use requires, while the smaller plug controls the use of the horn and can be so set that the omnipresent small boy can not delight his soul while using up the batteries by sounding blasts while the owner is absent.

In command of the show staff is Sales Manager F. J. Weschler, who will be assisted by E. M. Jackson of the factory sales department. The following field representatives from Eastern territory will be on duty at the exhibit: John McDowell, H. H. Noyes, E. A. Robertson and F. C. Coolidge, as also will Oscar Brandt, of the motorcycle department of the New York Sporting Goods Co., metropolitan distributers. G. W. Sherman and J. J. O'Connor, of the factory advertising and publicity departments; W. J. Teubner, O. V. Atwood, Jr., Z. Godin, W. J. McCann and J. B. McNaughton, all of whom are connected with the sales department.

Among the visitors from the factory during show week will be President George M. Hendee, Vice-president Clarence A. Earl, Purchasing Agent H. C. Shaw, Works Manager R. W. Ellingham and Charles Gustafson and E. B. Jacobson, of the engineering department.

Merkel

While of course the Merkel newcomer, which has been generally called the "Mystery" by reason of the secretiveness with which it was suggested in the company's announcements, is the main attraction in the space of the Miami Cycle & Mfg. Co., the seven horsepower two-speed twin, equipped with kick starter and finished in Merkel yellow, also is shown, as is the same model in blue enamel and without the starter. The exhibit contains also a nine horsepower twin single-speed model, which is shown without starting mechanism.

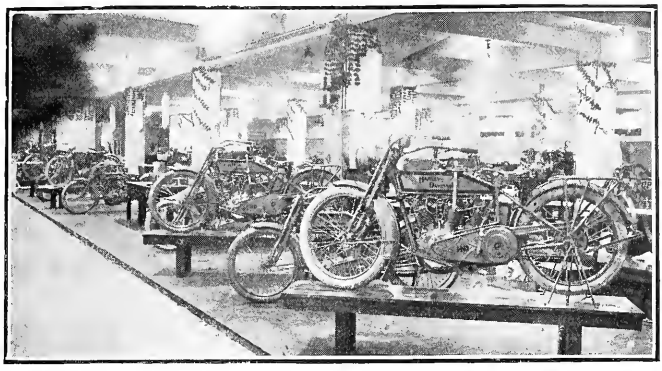
The exhibit is in charge of Secretary and Manager of Sales J. W. Ash, assisted by his assistant, H. C. Forster, and from the sales department C. A. Van Doren, R. H. Smith, H. A. Gliesman and C. S. Barkelew.

Pope

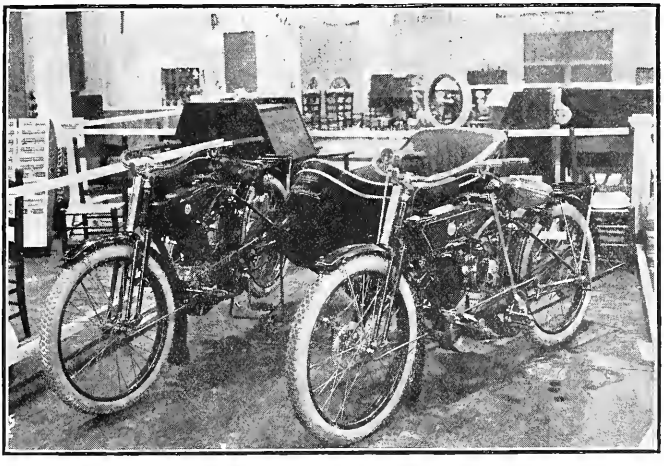
The display of the Pope Mfg. Co. of their 1915 line is located at spaces 193, 195, where interested visitors are heartily welcomed by a large corps of attendants

The 1915 line consists of motorcycles adapted for every type of service. Model H-15, single-cylinder model; Model M-15, the 6.8 horsepower single; Model L-15, twin cylinder single speed model, which is fitted for 1915 with a direct starter, foot brake control, commodious tool box and other refinements, including combined filler caps and priming gun for the gasolene tanks; Model R-15, the Pope two-speed model, with power transmitted through an extra large oil retaining clutch to the gear mechanism, which is encased in an oil retaining housing, then through extra heavy chains to the rear wheel.

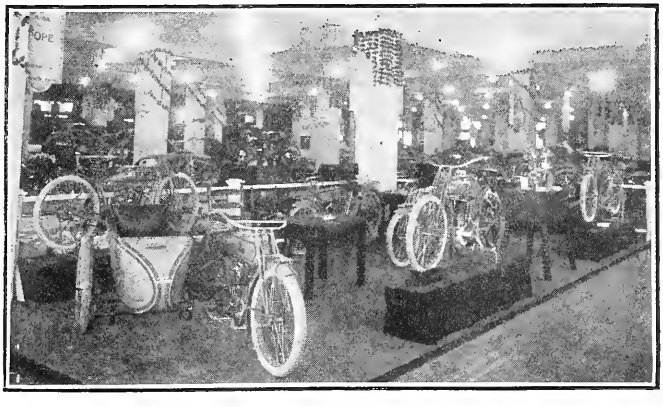
The real innovation in the Pope line, and it is so new that even those intimately connected with the factory had no idea that it could be made ready in time for the show, is a single-cylinder model equipped with a Pope two-speed



Harley-Davidsons in full array

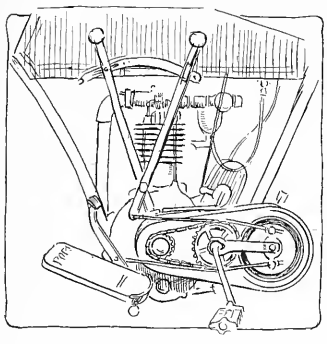


The Reading-Standard in two models



How the Pope people showed them

gear, and combined foot control of clutch and brake. No foreword of the newcomer had prepared the press or trade for its appearance, and at the last minute, the veritable eleventh hour, its presence was announced. This model, we are informed, is designed to furnish at $240 a machine which embodies all of the refinements of a $275 model. The horsepower is, of course, only one-half that of the twin, but the two-speed equipment will



Pope single cylinder two-speed, showing combined foot control of clutch and brake

provide for the use of a sidecar without in any way overtaxing the motor. This model which will be known as R-M-15, will find a very appropriate place in the Pope line.

In addition to the display of motorcycles there is a large number of the important parts of the machines, showing the metal used and the large amount of work necessary to bring the parts to the required shape.

In attendance in the booth will be Manager J. P. Fogarty, Sales Manager L. D. Hardin, Advertising Manager F. W. Starr, F. L. McGrath, from the mechanical department; William Boyd, assistant superintendent of the factory, and the following salesmen: B. A. Edgar, D. G. Ryan, C. A. Leander, D. L. Marshall, O. J. Oberwegner and C. T. Quinn.

Harley-Davidson

As the visitors entered the door one of the first things they saw on Saturday on the fourth floor of the Palace was the Harley-Davidson exhibit, D-160-166.

The exhibit was found to be essentially as in the Chicago show. The gray machines were grouped about the space, raised on stands sometimes for easy inspection, and for the great interest of the crowd there were spread about on a table specimens of the Harley-Davidson connecting rods and crank pins, together with other parts. The magnet that drew all eyes at the booth was a crankcase illuminated on the inside to reveal the crankshaft revolving slowly and noiselessly in its appointed place.

One change was noted in the new models. The clutch lever, which was positioned far forward on the left side at the Chicago show, has been moved farther back, convenient to the left hand of the rider. In the sidecar the lines of the body were changed to make it look shorter and classier, although there is no sacrifice of roominess and comfort to obtain the greater beauty of appearance.

The chassis produced by the Milwaukee factory is of heavy gauge 1¼-inch steel tubing. The tread is adjustable from 44 inches to 56, which is standard, thus insuring safety from ruts which are found in the wagon tread.

The axle is of 1½-inch stock, heavily reinforced, and connected to the rear motorcycle axle with a drop forging of exceptional strength. All joints throughout are, of course, of the ball and socket type. The forward connection is to the front loop of the motorcycle, the middle connection is to the seat post cluster, and the rear connection is at the rear axle.

So much for the chassis. The body, colored gray and dark gray to match the motorcycle, conforms with up-to-date requirements by a streamline design; it is of sheet steel throughout, with a hardwood floor; the seat, back and arm rest provide for the rider's comfort by generous upholstering, luxurious in appearance and practically ever-wearing. Users of sidecars will appreciate the comfortable footrest, the covered interior finishing of the sidecar body, the storage compartments for tools and luggage, and the convenient panel pocket for goggles, veils, gloves and touring book. The upholstered seat is placed at the proper height for true comfort, with room left beneath for traveling necessities, and the body is sufficiently ample to provide in the forward end adequate storage room for camera, wraps and other articles.

An unusually low center of gravity is provided, with 9 full inches of clearance. The underslung design adds greatly to the comfort of the occupant.

A feature of the vehicle is its quick detachability; it is claimed that it can be adjusted to the motorcycle in two or three minutes with ease.

The price of the sidecar is $75 f. o. b. Milwaukee.

So much for the exhibit. Many of the big fellows from Milwaukee are to be there during the week to attend the exhibition. Sales Manager Arthur Davidson is to be at the booth, and T. A. Miller, eastern correspondent of the firm, W. J. Walker, manager of the New England branch, and Walter N. Koch, traveling salesman in eastern New York and Pennsylvania, are slated for attendance.

G. E. Woods, Harley-Davidson dealer in this city, was much in evidence among the new models, as was Bob Brazenor, both being occupied every minute of the time in greeting visitors and showing them the attractive features of the new models.

With the Accessory Exhibitors

The accessory exhibits, which cover the third and fourth floors of the New

(Continued on page 18)

A Bunch of Jolly Chicagoans on Their Way

"The Chicago Special" occupants taking the air on the Harrisburg, Pa., station platform while en route to the Big Show

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NEW YORK, JANUARY 5, 1915

THE NEW YORK SHOW AND THE DEALER

Though opportunity is said to knock but once at every man's door, it seems as though the motorcycle and accessories manufacturers have entered into an arrangement with opportunity whereby it consented to knock twice. The first time the rapping was heard at the dealers' stores was when the gates of the Chicago show were widely thrown open. But there were deaf dealers, while some were sleeping and others were following in the footsteps of doubting Thomases.

And while there may still be sleepers who will continue in their slumbers of blissful—or disturbing—dreams, the last call is being sounded through the medium of the New York show, for those who did not hear the first summons and for those whose minds were not yet fully decided, to investigate the 1915 offerings before the selling season is in full swing.

Much of what is being shown is just a repetition of the Chicago displays, though two motorcycle manufacturers have come forward with entirely new models and accessories concerns, not represented at the earlier show, have taken advantage of the present exhibit.

This is perhaps the final opportunity for dealers desirous of knowing "what's what" in the cycling field to witness a comprehensive display of the motorcycles and accessories that invite their attention in stocking wares for the 1915 season. The show promises to be interesting in more ways than one and special attention will as usual be given to all dealers by the manufacturers' representatives. This is an opportunity not only to actually see and thoroughly compare the new offerings by going to the various booths before ordering merchandise that suit the individual requirements of the dealers, but also to meet dealers from different parts of the country and to learn their experiences and selling methods.

NEW YEAR'S "SAFETY FIRST" FOR DEALERS

The National Council of Industrial Safety has issued a series of commandments for automobilists and motorcyclists to observe in order that the "safety first" idea may rule road traffic. These same rules apply in spirit to dealers and only the words need to be changed to make the commandments timely for the new year.

The year just passed has been a record breaker in the way of industrial upheaval, terminating with the world war and all its attendant disturbance of the world trade.

The wise dealer will look about a bit before starting the new season and figure out his course, for the year that has just begun is going to be for some a banner year, for others a year of danger. It is going to be exactly what you make it, so start right and keep going right. The two-wheeler trade is growing now and will take another boom at the declaration of peace and the restoration of normal trade conditions.

Here are the dealer's "safety first" commandments:

First—Be considerate.

Second—Start right. Take an inventory and know just where you stand, as well as what stock you need.

Third—Cooperate. Get in touch closely with the manufacturers, with the F. A. M., with the riders' clubs, and the trade papers. Give something for what you get.

Fourth—Make the most of your windows. Follow display plans of large industries as closely as you can and arrange seasonable displays. You'll get it back again.

Fifth—When in doubt about a prospect's financial responsibility, especially in time payments, make sure. Make your time payments businesslike, and don't take chances on a man you can't obtain security from just to sell a machine.

Sixth—Don't knock other dealers and other makes—it all comes back to you with interest.

Seventh—Don't expect your machines to sell themselves. They may be very good, but you must pave the way for sales yourself, especially by bringing prospects to the store.

Eighth—Don't cut prices.

Ninth—Don't hibernate.

Tenth—Don't misrepresent goods.

WITH THE NINETEEN-FIFTEEN MOTORCYCLE OFFERINGS

(Continued from page 16)

York show, though largely duplicates of what was seen at Chicago, revealed a number of new things and met with popular favor. Whereas, in former years, it was not at all unusual for the first visitors to see hammers raised in the air and brought down with a great bang upon boxes containing accessories, and to witness a great deal of commotion due to a state of unpreparedness, this year when the doors of the show were flung open, nearly all the accessories were neatly in place and the factory representatives ready to point out to visitors the strong points of their lines.

A Glance at New Accessories

A brief description follows of some of the new accessories which the visitors saw on the opening night of the show.

A magneto, manufactured for the past twelve years by a German concern, was shown at the booth of the U-H Magneto Co., of New York city, which will now manufacture this product for the American market. It is claimed for this magneto that it has an increased electrical capacity of 20 per cent over most magnetos; that the spark has an equal intensity from advance to retard; that it runs smoothly and quietly; the breaker is durable; the construction waterproof and the parts of the magneto readily accessible.

The reason for the increased electrical capacity is due to the fact that there is a smaller loss in the magnetic field owing to decreased reluctance, and further the magnetic flux is not weakened by drilling holes to fasten the pole pieces; the latter are cast integral with the base. The spark produced by the U-H magneto is said to be really an arc flame which lasts quite an appreciable angle of the armature rotation. The opening and closing of the breaker points occurs in an axial direction, and the pressure exerted on the platinum points is greatly reduced so that there is no hammering of the contact points. Much attention has been given to the timing and installation of the magneto so as to make this as simple as possible.

An automatic device is provided with special types of the U-H magneto, and incorporates a number of good points.

Standard Separator

The Standard separator, made by the Standard Thermometer Co., of Boston, Mass., was all that was of motorcycle interest in that booth. The separator, the function of whose various parts is extremely simple and which is also simple in operation, is said to be so designed as to collect all water and dirt from the gasoline which passes through it. The settling chamber is sufficiently large to accommodate all the dirt and water that may accumulate in it during a period of several weeks. Three drain screws are provided at the bottom of the separator, which are easily unscrewed by a screwdriver, the one which is most readily reached being the only necessary screw to remove.

The Standard separators can be attached to any carbureter and the retail price for each is one dollar.

Looking Forward

COMING EVENTS

January 2-9, New York City—Motorcycle exhibit in connection with the Automobile Show in the Grand Central Palace.

January 6, New York City—Quarterly meeting of the Motorcycle Manufacturers' Association at 11 A. M. in the Hotel Astor.

January 6, New York City—Meeting of the Cycle Jobbers Association of America in the Hotel Astor at 10 A. M.

January 6, New York City—Luncheon tendered by the Cycle Parts and Accessories Association to the Motorcycle Manufacturers Association and the Cycle Jobbers Association of America, in the Hotel Astor at 1 P. M.

January 6, New York City—Mid-winter meeting of the Cycle Parts and Accessories Association in the Hotel Astor, 10 A. M.

January 19-23, Baltimore, Md.—Motorcycle exhibition in connection with the automobile show in Fifth Regiment Armory.

January 30-February 6, Minneapolis, Minn.—Motorcycle Show at the National Guard Armory in connection with automobile show.

February 21-22, Savannah, Ga.—Endurance run under auspices of the Savannah Motorcycle Club from Savannah to Augusta, Ga., and return.

February 26, Milwaukee, Wis.—Exhibition of motorcycles, bicycles and accessories at Juneau Hall, Milwaukee Auditorium.

Randall-Faichney Oil Gun

The Randall-Faichney Co., of Boston, Mass., displayed their celebrated "B" line of grease and oil guns, as well as Blitz spark plugs, warning signals and tail lamps, together with the glaroscopes. Of especial interest was the motorcycle cork packed gun, which can be used in applying gasoline and kerosene for cleansing or priming, or for successful handling of light oils, medium or heavy grease. There is a combination tip for grease or oil attached to the side of the gun. The parts of the gun are ground to a perfect fit and the cork packing precludes any possibility of leaking.

Weed Folding Backrests

Two folding backrests were shown by the Weed Folding Backrest Co., of Stamford, Conn., which were of interest to the crowd of spectators that gathered around the booth. The novel and perhaps most attractive was the Weed self-folding which folds up and down automatically, its movement being actuated by the weight of the rider on the saddle. It requires absolutely no thought on the part of the rider as he mounts and dismounts from his machine, for when the motorcyclist gets on the saddle his weight moves the backrest into position, and when he dismounts it folds down out of the way instantly. The other backrest is not automatic, but works by means of a lever on the right side of the saddle, which is readily operated by hand. Three distinct models are made for various forms of saddles, which all sell for $4.75.

This backrest eliminates difficulty in the rider's getting on and off his machine on all occasions.

The Scoville Twin Seat

Almost unheralded came the E. W. Scoville Co., of Manlius, N. Y., which showed C. & G. twin seats, and a striking innovation in the form of what might be called a third handlebar. This bar is fixed to the brace which runs between the two handlebars on an Indian machine, and has a rubber grip, which is not, however, intended for controlling purposes but merely as a "hold for two riders on twin seats. Thereas formerly only one rider on the twin seats could rest his hands on two grips at one time, with the third handlebar, each rider has one hand on a control grip and another on the middle or third handlebar. So much interest was aroused by this feature that a visitor was heard to suggest that it might be well to use in the middle a spade handle, so that the riders' hands might be on opposite sides of the bar instead of one in back of the other.

CONNECTICUT OFFICIAL BARS UNLICENSED MOTORCYCLES

Important Precedent Established by State Attorney General Light—Non-Residents Must Register Their Machines

"Can motorcyclists from a state not requiring license plates operate their machines in Connecticut, where a law requires two plates?"

That was the question put to State Attorney General John H. Light of Connecticut by State Secretary Albert Phillips recently. An answer was returned to the effect that non-resident owners of motorcycles not bearing plates would be required to register their machines before operating them in Connecticut. The statement was based on a similar ruling made in the case of automobiles in September, 1909. It has importance in being a precedent ruling in the matter, and other states are apt to follow Connecticut's verdict in the matter. In any case the motorcyclist without a license who enters a state where registration is required should register his machine as soon as possible if he wants to escape arrest.

The verdict of State Attorney General Light is as follows:

"You ask my opinion as to whether non-resident motorcyclists, from states which do not require registration of motorcycles, may be required to register their motorcycles before operating them in this state.

"The purpose of the act concerning registration of motor vehicles is to protect the traveling public by preventing the use of motor vehicles by incompetent and reckless persons and to render detection of violators of the law easy by means of registration numbers upon such vehicles.

"Section 4 of the motor vehicle law requires that every motor vehicle shall, at all times while in use or operation upon public highways of this state, have displayed in a conspicuous place, at the front or rear, the register number plates or markers furnished by the secretary."

After quoting Section 10 of the law the opinion continues: "Under this provision a non-resident may operate a motorcycle here only when it bears the distinguishing number or mark of the state within which he resides. When a foreign state does not require registration, it is evident that the motorcycle operated by a resident of such state does not bear a distinguishing number or mark and for that reason it cannot be operated in this state unless it is registered here.

"This view is in accord with the opinion of my predecessor, Hon. M. H. Holcomb, rendered September 11, 1909, to the secretary of the state, in which he holds that automobiles from New York where only one mark is required cannot be operated in this state without the display of two marks as required by our law. The reasoning which underlies such ruling is equally applicable to the case of a motorcycle which carries no distinguishing marks. Clearly such a motor vehicle cannot be operated in this state under such circumstances."

The attorney general also refers to an opinion given to the secretary of the state on December 27, 1911, in which he advised that a resident of Massachusetts who has a regular business, but not a regular place of business in this state, may operate a motorcycle here, provided he shall cause to be displayed upon his motor vehicle, upon two plates substantially as required by Section 4 of the state law, the distinguishing number or marks of his said state.

"The clear purpose of the law is to prevent the operation of a motor vehicle which has no distinguishing mark by which its owner can be identified in case of accident. That is a proper police regulation, and the state has the right to make it apply alike to residents and non-residents.

"Every reason exists, therefore, why a motor vehicle which does not bear the distinguishing marks required by the law of this state should not be operated here.

"The only reason why our law exempts from registration motor vehicles operated by non-residents, who have registered in other states, is that, by means of such registration and the displaying of the registration number on the motor vehicle, the identity of such owner can be readily ascertained. It is in such case only that the law intends to permit non-resident owners of motor vehicles to operate them in this state.

"Therefore, I am of the opinion that non-resident motorcyclists, from states which do not require registration of motorcycles, must register their motorcycles under our law before operating them in this state."

Milwaukee Repair-Shop Registered

The repair-shop owned by E. Miller and located at 514 125th street, Milwaukee, Wis., has entered the fold of the National organization. It received number 1114.

SUES SHIRLEY TO OBTAIN DEPOSIT ON MOTORCYCLE

After Paying Deposit on Machine Customer Breaks Definite Promise to Purchase and Sues for Recovery of Money

As a result of a suit which is being brought against Amos Shirley, the well-known New York cycle dealer, by S. S. Asher purporting to be the assistant secretary of the Mt. Sinai Hospital, the legal status of the question, whether a dealer is permitted to forfeit a deposit where the customer, after promising to purchase, rescinds that promise, will soon be better known.

When interviewed by a representative of Bicycling World and Motorcycle Review, Shirley did not hesitate a moment to frankly discuss the various phases of the case.

"I want to say," he began vigorously, "that in all my years of business experience I have stood for the square deal, and that in this suit which is now being brought against me—the first one of its kind I have ever known of in the cycling field—there are manifested the most diabolical intentions conceivable.

"To make the case clear to the readers of your publication—for the outcome of the case should certainly be of interest to dealers—I will relate the various steps just as they occurred: On Tuesday, September 7th, the secretary came into this store and asked to see some of my motorcycles. He finally decided to buy a second-hand Pope which was in splendid condition and which I offered for $175; and as evidence of his intention to buy the customer paid me a deposit of $5, promising to draw up a check for $50 on the following day, which was the 8th day of September. He left the machine with me and the next day I received his check for $50 and duly cashed it. This left $126.30 unpaid, for in addition to the Pope motorcycle he also bought a lamp and hose for $1.30 and a horn for $5.

"On Saturday, the 11th of September, he came in here and asked me to have one of my men accompany him on his new motorcycle and give him necessary instructions, which was done. He came back looking rather nervous, and said that this was undoubtedly due to the fact that the trip had been his first. He handed me a check for $126.30, the unpaid balance, and left the machine in here, together with a cap and a pair of

goggles, stating that he would look for a suitable place to store the motorcycle nearer his home, and, also, that he would return on the next day (Sunday) to take another ride.

"Well, he did not appear on Sunday," continued Shirley, smiling, "but he did telephone. He said that he positively would not buy the machine because he could not find a suitable storage place. He stated further he would stop payment on the check which had been made to my order on Saturday, this being the check for $126.30. He stopped payment, for when my son went to cash the check this is what he got." Here Shirley took out the check in question, across the face of which was stamped 'Payment Stopped.'

"I heard nothing more from the man for several weeks, and taking his word for it that he would positively not buy the machine, which was really substantiated by his not paying the check, I sold the motorcycle to another fellow. What else could I have done?

"Just a few weeks ago, on December 3rd, to be exact, I was called to the 'phone and a voice at the other end—Mr. Asher's voice, as it proved to be—told me that I would have to refund the $55 deposit on the mackine or be sued. I told him to go ahead and sue. A court summons came the other day. I am going to fight this case to a finish, not because of the money involved, but because of the business principle involved.

"And I want to tell you," continued Shirley, "that the affidavit that the plaintiff swore to claims that I refused to accept payment for the machine and also refused to deliver it to him. What do you think of that?"

"How about the outcome of the case? Do you expect to win?" was asked.

"I'm not a lawyer and legal technicalities are too complicated for the layman to understand. But if ordinary common sense is going to determine this case, then I must say that the complainant hasn't a leg to stand on. He says in his affidavit that I refused to accept payment for the machine. I'll show the judge the 'stopped check.' That'll show whether I refused payment. He says further that I refused to give him the machine. He never asked for it. As I said before, I have always given a square deal, and that's why I've been in business for over 20 years. I'm not worrying about the outcome of the case; I'm just interested as a cycle dealer in the big business principle involved, and I believe that other dealers will be likewise interested, for receiving deposits is an everyday occurrence in every cycle store in the country."

The case is scheduled to come up in the 54th street police court in New York city on January 5th.

Bearings Co. of America Formed
As Successor to Three Companies

The Bearings Co. of America, has been formed as the successor to the J. S. Bretz Co. and the Fichtel & Sachs Co. and the Star Ball Retainer Co., both of Lancaster, Pa. All three of the old companies were dissolved during 1914, the idea being to concentrate the entire manufacturing, warehousing, the shipping and service departments at Lancaster, Pa., and the entire sales department at 250 West 54th street, New York.

No change has been made in the personnel of the general management of the business, the idea being to continue it under the same direction as heretofore, in the sale, production and importation of F. & S. Annular Ball Bearings, Ball Thrust Bearings, Star Ball Retainers, German Steel Balls and Bowden Wire Mechanism.

New Motorcycle Concern
For Fort Worth, Texas

Clyde B. Bishop, formerly of the Harley-Davidson Sales Co., of Dallas, Tex., has sold out his interest in the Dallas store to his partner, M. C. Cameron, and Walter C. Cameron. Bishop and C. H. Yater have taken the Harley-Davidson agency at Fort Worth, Tex., and will open an exclusive motorcycle store on or about the 15th of January.

Bishop has been in the motorcycle field in North Texas for the past three years and is well liked by all of the riders in that part of the state. Fort Worth is a great motorcycle town and the new firm is investing between six and eight thousand dollars in the enterprise.

Owing to the increase of sales of Harley-Davidson motorcycles in Dallas and vicinity the Harley-Davidson Sales Co., have moved into larger quarters.

More State Commissioners

President Coffman keeps his pen busy these days appointing new state officials. K. W. Hollingsworth, of Columbia, now represents South Carolina. S. L. Sheldon, of Fargo, N. Dak., represents that state. In North Carolina, E. L. Durham, of Charlotte, has been appointed. The new Nebraska commissioner is Dr. B. C. Wildman, of Lincoln. Lee Adam, of Houston, Tex., is commissioner of that state as well as director of the Southern District.

DETROITERS TO MAKE BID FOR STATE F. A. M. MEET

State Commissioner to Attend Meeting to Be Held Soon by the Dealers' Association to Discuss Subject

Joe Adcock, F. A. M. referee for Detroit, has received word from Arthur Ketcham, state commissioner, that the latter will attend a meeting of the Detroit Motorcycle Dealers Association to be held soon, at which the Detroit men will make a bid for the state convention of the F. A. M. for 1915. It is likely that the meeting will be called to suit Ketcham's convenience.

If the state meet is awarded to Detroit it will be handled by the dealers association, as there is no club of sufficient caliber to take charge of it. The proposed reorganization and enlargement of the Harley-Davidson Club will not take place in time to make the club a factor. The races undoubtedly will take place on the State Fair track and cover three days. The State Fair track is one of the best, if not the best, dirt tracks in the country for motorcycle events, being banked on the turns sufficiently to enable the riders to go round wide open. Two years ago motorcycle races were a feature of the annual State Fair in September and the track was negotiated at a speed of 48 miles an hour without danger. It is wide enough to accommodate large fields of starters, and the program will be made sufficiently attractive to draw most of the best riders of the country.

Grand Rapids and Jackson also are bidding for the state convention, but if Detroit definitely enters the field there are good chances that the meeting will be awarded to it. The completion or failure to complete the proposed new 2½-mile concrete speedway will have no effect whatever upon the situation. The Detroit dealers were not interested in the recent application for F. A. M. dates for the proposed speedway, nor in the refusal of the organization to grant them until the work of construction had been fully started on the speedway and sufficiently advanced.

London Splitdorf Branch Moves

The London branch of the Splitdorf Electrical Co. has moved into new quarters. It is now located at 162 Great Portland street West in the business section of London.

MESINGER AND WHITNEY FORM ELECTRIC COMPANY

New Concern to Manufacture Generator and Storage Battery for Motorcycle Use—Will Market Complete Electric Outfit

A new company, to be known as the Mesinger-Whitney Electrical Co., has been organized to manufacture and market electric lighting outfits for motorcycles. The new concern consists of the well-known saddle manufacturers, who have their factory in New York city and have been prominently identified with the cycling trade for many years, and Perrin B. Whitney, who recently joined H. & F. Mesinger after serving as manager of the Chicago branch of the Hendee Mfg. Co., makers of Indian motorcycles.

The news of the Mesinger advent into the field of electrical appliances will come as a distinct surprise to the trade, as the firm has been an important factor in the saddle industry for many years. The firm has no intention of withdrawing from the manufacturing of saddles and the new enterprise is in the nature of an expansion and not as a change in industry.

The first examples of the product of the newly formed company are being exhibited at their booth in the New York Automobile and Motorcycle show which is being held this week in the Grand Central Palace. The lighting outfit is a complete equipment, consisting of generator and storage battery manufactured by this company, and head, tail and speedometer lights, and a horn of the highest grade obtainable. Such parts of the outfit as the company manufactures will be made a part of the saddle factory.

The most interesting feature of the new system is the generator, which is geared off the crankshaft by inserting the generator gear in the timing set. The reduction is such that the voltage limit is reached at 20 miles per hour, after which the outfit becomes constant. The storage battery, manufactured by the same company, is of 30 ampere-hour capacity. It is so designed that it can be carried either vertically or horizontally. Features of the generator are the use of ball bearings for the armature shaft, self-lubricating brushes of copper-graphite composition, and an accessible mounting by means of ordinary screws. The headlight carries both the running and search light and the tail light does not project beyond the mudguard. It is expected that interest in the new product will draw crowds to the Mesinger booth.

P. E. Zimmerman is Appointed F. A. M. Commissioner at Large

President Coffman announces that P. E. Zimmerman, of Kansas Short Grass club fame, and now with the Excelsior Motor Mfg. & Supply Co., Chicago, Ill., has been appointed F. A. M. Commissioner at Large.

The new commissioner is thoroughly posted in F. A. M. matters and in motorcycling generally. He has authority to accept membership fees, membership renewal fees, affiliate clubs, register repair-shops and will gladly furnish any and all information concerning the F. A. M., its purposes and what it has done, is doing and intends to do for the rider.

To Whom It May Concern:

Information has reached this office that Mr. P. N. Bushnell, of Aberdeen, So. Dak., has been initiating members into an alleged fraternal order known as the Fraternal Order of Motorcyclists, charging each one a fee of $5 and assuring them that the order is an official F. A. M. institution and that he was sending the secretary-treasurer $1 of the said initiation fee for membership in the F. A. M.

Please understand that the F. A. M. does not sanction the Fraternal Order of Motorcyclists; does not believe that it is of any value whatever, and notifies all F. A. M. members and riders that recognition of the Fraternal Order of Motorcyclists was refused at the St. Louis convention last July. Please govern yourselves accordingly.

(Signed) A. B. Coffman, Pres.

Pixley and Daenitz Reelected

According to the F. A. M. plan for electing the F. A. M. directors of the North and South Pacific Districts by mail, Secretary Gibson announces that since only one name came to his office from each district there was no need of an election. By direction of President Coffman the nomination and reelection of C. S. Pixley, of Sacramento, Cal., as director in the South Pacific District, and of O. P. Daenitz, of Portland, Ore., as director in the North Pacific District is announced.

The terms of office of these two directors are to end at the next national assembly.

READING CYCLE BRINGS OUT NEW YEAR DESIGN

Radical Changes Made in Design of Standard Roadster and Standard Racer Models—Others Show Refinements

Although not an exhibitor at the New York show, the Reading Cycle Mfg. Co., of Reading, Pa., have taken show week as the time for announcing new features and new designs for 1915.

The Reading Standard Special, priced at $30, will remain the same as last year as far as the design of frame is concerned, although its beauty is enhanced by added decoration on the front curved brace and its equipment is changed to conform with the present demands of dealers, such as new style saddle and tires. The equipment of this model, as on all others of this line, is of superior quality and in keeping with the effort of the manufacturers to be quality producers.

The Reading Standard Roadster, priced at $35, differs considerably from last season's model in that it has a curved brace frame construction fully protected by patent by the manufacturers. On this model, as on the one described above, a decoration or enameled ornament of original design has been placed upon the curved brace. This design is also protected by patent and the equipment contains many improvements over last season's model.

The Reading Standard Road Racer, priced at $45, contains the same frame construction as last year with the addition of a decoration at the crank hanger bracket which improves the beauty and finish of the model.

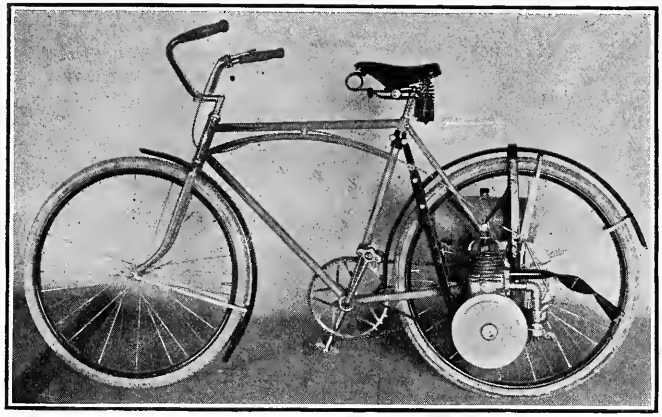
The Reading Standard Racer, priced at $50, is a distinct change from their former model. It has a curved seat mast, which brings the rear wheel closer to the crank hanger. This construction brings more weight on the rear wheel and is of great advantage to track riders, as it requires a shorter chain, thereby preventing the same from jumping the sprockets and also preventing the sprockets from pulling out of alignment.

The Reading Cycle Mfg. Co. pursues the policy of selling only through legitimate dealers and agents and on account of the attractiveness and consequent easy sale of their several types of bicycles they must prove of interest to dealers who are looking for bicycles of high quality and superior equipment.

Schickel Surprises With Lightweight

Also Brings Out a Bicycle Auxiliary Motor of the Pannier Type

An unexpectedly as a flash of lightning in a clear sky appeared in the booth of the Schickel Motor Co., D-132, two innovations as radical as anything that has ever been offered to the trade. With the two regular models, the six-horsepower belt drive and the six-horsepower chain drive single-cylinder motorcycles, appeared two strangers to the motorcycling industry.



Schickel motor auxiliary attached to Pope bicycle—combination sells for $85 this week

A motor-bicycle, weighing just 92 pounds, and selling at an even hundred dollars, was the first. A motor auxiliary attachment to an ordinary bicycle, suitable to any bicycle, that can be hung upon the rear wheel, together with the gasoline and oil tank, and selling for eighty-five dollars with the bicycle to which it was attached, was the other.

In appearance the Schickel motorbicycle was striking. The frame was that of the ordinary pedal mount, the tires were 28 x 1½ inch, and the bars, slightly longer than bicycle handlebars, held on grip control such as is seen on most motorcycles. A small lever, positioned on the right bar near the grip and leading to the carbureter, was the only control. The oil, as in all the Schickel machines, and as is general in two-cycle practice, is fed with the gasoline.

So light was the machine that it could be lifted with ease by anyone. The two-cycle "power plant" was small and very simple. A little cylinder, an exposed flywheel, the oil feed through the gasoline, a tapered tail pipe instead of a muffler, and a direct-acting brake positioned near the left foot rest, all operated to give the machine a simplified appearance. The engine develops 1¾ horsepower, the tank contains about 1½ gallons of fuel, and the machine can travel approximately 100 miles on the gallon, consuming about a pint an hour.

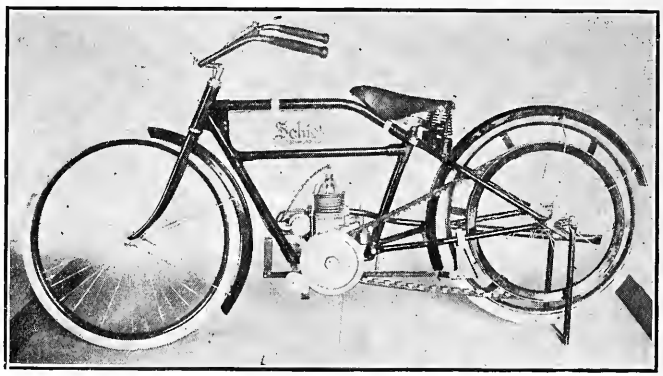
Other features are a knockout rear axle, and a new arrangement of the V-belt dummy wheel drive, together with an unusually wide rear hub, making a very strong, light wheel with great width between bearings.

The equipment comprised a Berling magneto and a Troxel saddle. A small tool kit hung from the rear of the seat mast.

The Schickel bicycle auxiliary consists of a simple power plant attachment that can be hung from the rear wheel of any bicycle. It is of the pannier type, with the cylinder on one side and the fuel tank and battery case balancing it on the other. It is a 2½ x 2½ cylinder, two-cycle, with outside flywheel.

The auxiliary—that word is as apt as any other to describe this newcomer in the cycle fields—weighs 50 pounds, sells for $70, and can be bought with Pope bicycle attached for $85 as an introductory price offer.

The drive system is unusual. It is of the V-belt type, the gear reduction being effected by a small pinion on the engine shaft in engagement with a comparatively large fiber gear, to which is attached the belt drive pulley. The belt is tightened in a rather unique way; a spanner may be used to tighten the ring on the shaft without in any way binding the shaft. The belt-driven pulley attaches to the spokes at their intersections by means of screw clamps. The entire control of the machine is vested in the throttle, which is actuated through a Bowden wire, controlled near the grip.



Schickel ultra lightweight surprise—weighs 92 pounds and sells for $100

The motor is a three-port, with the spark plug in the head. The spark is derived from the battery and spark coil. The motor is hung from the left side of the pannier, or junction, and balances the fuel tank, battery box and coil.

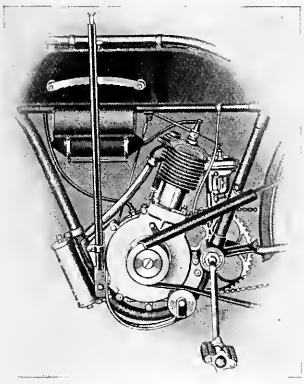
As to the spark itself, it is fixed and cannot be advanced or retarded. The commutator is a fiber ring mounted on the engine shaft.

Merkel Brings Out Light Weight Single

"Miami Mystery" Proves to be a Single Cylinder, Belt Driven Model Weighing 110 Pounds—Has Battery Ignition and Is Priced at $125—Finished in an Attractive Blue

When the Sphinx, which has been silent for ages, was represented by the Miami announcements as having broken its long period of reticence to tell the world that 100 miles could be covered at the small cost of 10 cents, the "Miami Mystery" only became more mysterious. What was it that promised such cheap locomotion? All sorts of answers were heard.

To relieve that great suspense, in booth D-127 at the New York show,



Motor and belt transmission

Sales Manager J. W. Ash smilingly pulled aside the figurative curtain that shrouded their secret and revealed to the thousands of visitors an extremely light single-cylinder machine that looked like a cross between a bicycle and motorcycle, and hence its name, the Miami Motor Bicycle. It weighs just 110 pounds and sells for $125.

Engine Develops 25 Miles an Hour

Like a bicycle, the new product is said to be safe, clean and silent; and unlike the motorcycle, it is less complicated. The manufacturers contend that it can be used for the same purposes that a motorcycle is capable of—that is, either for business or pleasure.

The single-cylinder motor is carried in a loop frame inclined to the rear at about 30 degrees from the vertical. The engine is said to produce sufficient power to carry the heaviest rider at a speed of from 4 to 25 miles an hour, and to enable the machine to negotiate hills that would do credit to a higher powered motorcycle. Every part that enters into the construction of the motor is of the usual Miami quality and is finished accurately.

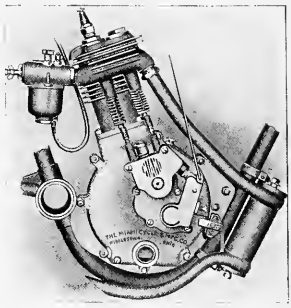
It is possible to remove the cylinder without taking the motor from the frame. The valves—side by side mechanically operated valves—spark plug, carburetter, all parts, in fact, are easily accessible and can be quickly removed without disturbing the adjustment of any of the other parts.

"Make and Break" Ignition

The combination gasolene and oil tank is carried in the top of the frame, and a sight feed oiling system is employed. The latter is assisted by a spring pump which forces the oil down into the crankcase, where a small window indicates the amount of the flow.

Ignition is secured from dry batteries, the "make and break" system being used. The batteries, coil, etc., are carried directly under the oil tank, where they do not interfere with the rider. The transmission is by belt, of the flat type, as is now extensively used in England, while a specially designed idler or belt tightener, raised and lowered by means of a conveniently located hand lever on the left side of the machine, regulates the tension of the belt and hence increases or diminishes the speed, as desired. Both throttle and ignition are operated by grips.

The loop pattern frame is made of reinforced steel tubing, joined together with specially designed fittings. A non-vibrating cushion spring fork of new design, shown in the illustration, together



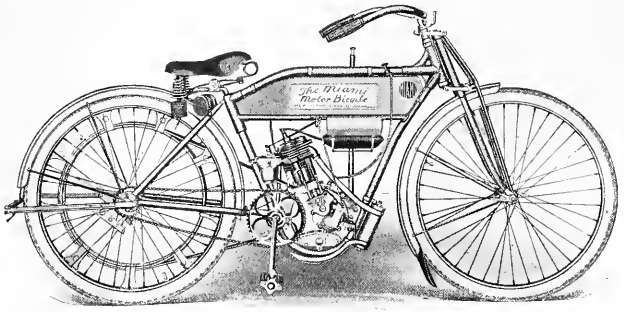
Motor with side-by-side valves

with the fact that the wheelbase is long, insures comfort to the rider.

Coaster Brake Provided

The wheels are 28 inches in diameter, fitted with heavy spokes. A knock-out axle is in the front hub, while the rear is fitted with the Musselman positive drive coaster brake. On both wheels 2-inch double clinch automobile type of tires with studded treads are used, and heavy mudguards with drop sides are held in position by nickel-plated braces.

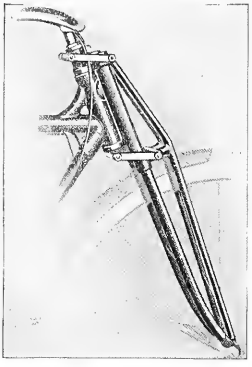
Other equipments, such as saddle, pedals, handlebars, etc., have been selected with a view to securing such equipment which will be most durable



The Miami Motor Bicycle showing belt, and battery ignition system

and at the same time provide comfort to the rider. The seat post can be adjusted to suit the height of the rider, making it possible to have an extremely low position if desired.

The Miami Motor Bicycle is enameled in a medium shade of blue with white panels on either side of the tank. The motor base is in aluminum and the cylinders in black, while all small parts, such as handlebars, head fittings, seat post,



Miami cushion spring fork

hubs and fuel pipes are heavily nickel-plated.

Getting back again to the statement of the Sphinx, as indicated before, the manufacturers claim that 1 gallon of gasolene will propel the motor bicycle considerably over 100 miles, making an everage fuel cost of one tenth of a cent per mile, which permits the statement, "hundred miles for ten cents."

That the manufacturers expect a large demand for their Miami Motor Bicycle, is evidenced by the fact that they consider this model to be adapted to riders of any weight and to business as well as pleasure purposes. They believe that the new machine can easily be handled by the schoolboy riding for recreation, by suburbanite comfortably going homeward in quick time, by the delivery man who has parcels to take to houses in scattered sections.

By indicating the economy, simplicity and safety of riding the motor bicycle, the manufacturers hope to wage a successful sales campaign in behalf of their new light-weight machine.

While, of course, the newcomer was the main attraction in the Miami space, other models from the Middletown factory were interesting to the visitors, especially to those who had not attended the Chicago show. The exhibit included models of the Miami line of motorcycles and bicycles.

Gerhart Now in the Field

New Four Cylinder Machine Makes First Appearance at New York Show

The Gerhart motorcycle, a machine of the four-cylinder type, made its debut at the New York show. Two models, each selling for $325, will be manufactured by the Gerhart Motorcycle Co., which has main offices at Harrisburg, Pa., and a factory at Philadelphia, with facilities, it is claimed, to produce over 500 machines annually.

The engine is of the four-cylinder, four-cycle design and is capable of developing 9 horsepower. It is equipped with two-speed mechanism. The cylinders are made of grained gray iron and have machined cooled flanges, giving ample uniform radiation. Both cylinders and pistons are accurately ground, so as to be absolutely interchangeable.

Combined in one unit are the engine, clutch and two-speed gear, entirely enclosed and running in a bath of oil. The oil is kept in continual circulation without the aid of a mechanical pump by means of the constant level circulating splash system. Thus, the parts of the engine and the bearings are being always bathed by oil, which falls into a reservoir in the lower part of the engine to be cooled and filtered, again ready for use.

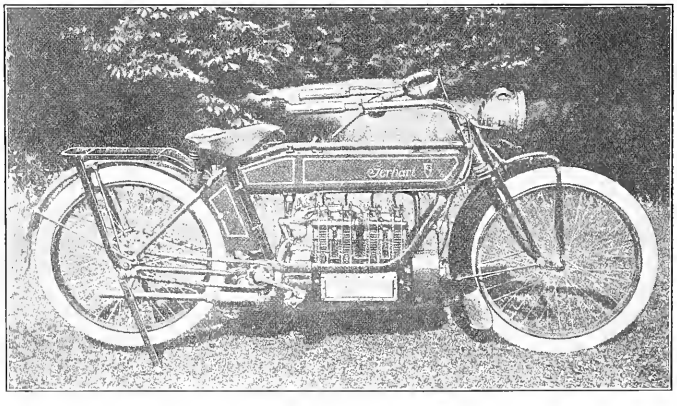
The valves, both inlet and exhaust, are made of tungsten steel, are located in the cylinder heads, and operated by rocker arms attached to push rods. The carburation is effected by the Holley carburetter and ignition is by means of the Splitdorf high-duty magneto.

Running entirely on ball bearings of the annular type, the transmission is composed of the two-speed sliding gear design. A three-plate clutch, with cork inserts running in oil, is integral with the engine and operated from the right handlebar. The gears are shifted by the left hand through a lever having a simple straight motion, making possible the easy change of gears which control the speeds.

Much care has been observed in constructing the Gerhart to make the center of gravity as low as possible. Efforts have been made to distribute the weight of the machine and rider equally on each wheel.

Foot brake and foot starter are fitted to the machine for the convenience of the rider, the brake being of the New Departure automobile band type. The foot boards are both folding and adjustable, which fact offers obvious advantages to the rider.

The frame of the Gerhart is extra heavy and well reinforced throughout. The two models to be manufactured differ from each other only in the spring suspension, one having front wheel leaf spring suspension and the other both front and rear wheel suspension. The front fork is of the truss type and the guards are extra wide with rolled edges or dropped sides. The handlebars are conventional in design, the regular grips being provided to control the throttle and accelerate the spark. Separate tanks



The Gerhart four-cylinder without its foot starter and adjustable footboards

are provided for gasolene and oil, the former having a capacity of 2¾ gallons and the latter of 1 gallon. A quick action stand and luggage carrier can be seen in the rear, while a tool box is placed under the seat.

The seat is placed low and can be adjusted to a height convenient to a rider, while a Mesinger air cushion saddle is provided. The wheelbase is 63 inches and the wheels 28 inches, which may be equipped optionally either with United States, Goodyear or Empire tires.

The company is represented at the show by President Charles E. Schaup, Secretary J. F. Rohrer, Treasurer Martin R. Rissley and Charles W. Gerhart, the inventor of the machines, who also is the vice-president and general manager.

Jones & Noyes Puts New Valve Wing on the Market

Jones & Noyes, of Chicago, Ill., have placed on the market a valve wing, called the "Jones Valve Wing," which they believe will supplant the ordinary hexagonal nut now furnished on the valve

JONES VALVE WINGS
A HANDY NUT FOR TIRE VALVES
NEEDED ON EVERY MOTORCYCLE
AIDS IN PULLING OR PUSHING VALVE THRU RIM
ELIMINATES THAT TROUBLESOME NUT
Price 5 Cents Each
MANUFACTURED BY JONES & NOYES CHICAGO ILL

Jones' product on card of 24

stems of most motorcycle tires. The new wings, it is said, make it easier for the rider to lock the valve stems firmly in place with his fingers instead of using a monkey wrench or pliers.

Owing to the fact that many motorcycle manufacturers will use 40 spokes in the front and rear wheels this season, little space will be left between the spokes at the rim for the rider to use a wrench or pliers on the valve nut. The Jones valve wing, it is claimed, can well replace the ordinary nut and act as an effective time saver. These wings will aid in readily pulling or pushing the valve through the rim, a convenience to the motorcyclist.

The Jones valve wings are put up for dealers in cards of 24, as shown in the accompanying illustration, which are especially made for counter display. The retail price is 5 cents for each wing.

Suggestions for Cleaning Magneto

Due to its rapid evaporation, gasolene is often selected to wash the magneto free from external dirt or dust. Quite frequently, too, the contact breaker and the region thereabout are given a good dousing. The need for caution is because gasolene of today does not evaporate as readily as it did when the refiners supplied the higher test fuel, says the Bosch News, and in consequence the surface of the washed magneto retains a film of gasolene longer than at first is suspected. Should the engine be turned over directly after cleaning the magneto, a spark from the contact breaker would set fire to the film of gasolene which covers the magneto and what would result is hard to say—maybe little, maybe much.

If the wires to the spark plugs have been removed, there is an additional possibility of a conflagration, for gasolene may have been forced into the chamber of the external spark gap, and should any action cause the magneto's armature to be rotated, a spark would pass across the spark gap and light the liquid.

There is no danger of all this occurring if the magneto is wiped dry, gasolene used sparingly and the magneto not put in immediate operation. Just common horse sense saves a lot of trouble in life.

Another point—should the magneto be totally taken apart, it is not entirely wise to wash all parts in gasolene and then assemble. It would be preferable to wash all parts thoroughly in gasolene and then in clean kerosene oil, for when steel parts are washed in gasolene, they become absolutely dry as soon as the gasolene evaporates, which causes these parts to be more susceptible to rust. Ball bearings in particular are sufferers, so that when these are replaced they should be given a thorough covering of light oil—not soaked in it, but covered with a film. It not only lubricates but protects.

The armature can be washed in gasolene, but it is not a good practice to permit it to soak, as the armature covering may be softened and a possibility exists of damaging the condenser also.

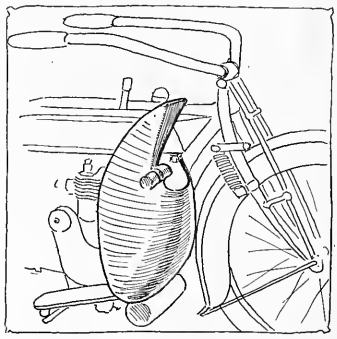
One point that cannot be sufficiently emphasized is the warning that only those who are thoroughly conversant with magnetos should attempt to dismantle them. So much depends upon an ignition system that when it requires cleaning or adjusting it is best to place it in the hands of real experts rather than take the responsibility yourself. This, of course, applies to complete disassembling and important internal adjustments not covered in the regular instruction books.

Remember, a blacksmith may be able to make an excellent wagon axle, but he hardly could be expected to repair a split second stop watch.

Looking at the James Legshield

Readers looking through the British trade papers with an eye to accessories that aid and give comfort to the rider, would be struck with the illustration of the new James legshield.

The James machines have a reputation for efficiency and worth in the country



Side view. of new James legshield

across the water and when a model appears equipped in this fashion the new accessory must have merit.

It is shaped gracefully, as can be seen in the illustration, and fashioned of papier-mache, which is strong enough for the purpose and has the advantage of being non-rattling. The shield is positioned in front of the footrests and continues to nearly the top of the tank. It is so shaped as to offer little resistance to the air, while it provides an efficient protection from dust, dirt, mud and the small stones which sometimes are thrown up by the tires.

The contrivance is open to the objection that it checks the cold air, which ought to blow on the cylinder flanges.

Such a machine ought to appeal especially to riders who use their mounts on business.

Rubber Tire Sale Limited in Germany

The sale of motor car tires in Germany is now prohibited and only the riders of two-wheelers are privileged to purchase tires for their mounts. Others have to be content with an allowance of old and retreaded tires.

Secret of Easy Magneto Starting

A rich mixture is the secret of easy starting with magneto ignition. Full throttle always is advisable, even to the extent of shutting off all the air. When the motor "dies down" after a slow-up, shutting off the air similarly will induce a quick pick-up. The hotter spark of the magneto will ignite a mixture that is too raw to be fired by a battery.

Following the Two-wheeler Through 1914

A Survey of the Past Year—The Industrial Aftermath and What the Riders Did on Road and Track Throughout the Country—Two New Records Accepted by Chairman Donovan

A year is not an over-great span of time, and yet within the 365 days which have just passed the motorcycling industry with its allied trades has seen many vital changes. In the field of sport new stars have displaced the old stars which shone throughout the preceding year. New records have been made and new names have appeared on the motorcycling roll of fame.

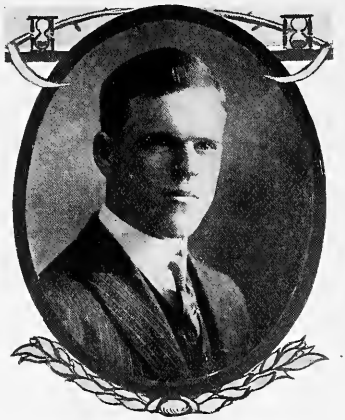
During the past year the industry has made material progress, notwithstanding the financial and industrial depression which for a time settled more or less uniformly over the entire country. Yet through it all there has been continued prosperity and this, in the midst of general retrenchment, can only be attributed to the growing part the motorcycle is playing in business and in private life, where it is recognized more and more as a machine of great utility and a source of pleasure.

Financial Storms Clouded the Year

Despite the fact—and it is a fact, that the terrible situation in Europe had an immediate reflection in the United States and caused a widespread alarm as to the probable effect on the industries in this country, it is true that the uncertainty in the commercial world has given place to a feeling of optimism which has its reflection in an increase of orders and a clearly defined policy on the part of the manufacturers to prepare to meet an increased demand.

Industrial and financial prophets were quoted at the outbreak of the war as saying that the motorcycle industry would suffer more than other older industries, not alone because of the fact that it was for more of an industry which found its custom among the pleasure seekers than in in the fields of necessities, but also because it was a young industry. These assertions were only partly true. The industry had a slight setback, not severe, and instead of the demand for motorcycles for utility purposes falling off, or merely holding its own, the demand increased. It is known that there were orders from the warring nations for the American machines—not filled, for good reasons.

During the year there have been some failures. Manufacturers who seemed more or less prosperous and progressing a year ago were unable to follow the pace and dropped out. In some instances there was a reorganization which replaced their names on the industrial map. Some nameplates of a year ago have ceased to exist on the front of new machines, and only one new machine, the Cyclone, has been brought out, given its public trial and exhibited at a show. To be sure a newcomer has been developed, the Gerhart, but it was not publicly displayed during the past year.



The late Charles Balke, winner of 10-mile professional championship

Achievement in the Year's Sport

All in all, the industry has done more than hold its own, and if this is possible in a year that was an "off" year for more reasons than one, it is logical to assume that the future of the motorcycle business is bright and that those who have ventured in it and are backing up their invested capital with brains and energy may hope to reap a reward that will more than repay them for their time, courage and labor.

In the realms of sport there have been some changes. Constant, who won the amateur championship in 1913, announced his entrance into the professional ranks in the latter part of that year, and so could make no attempt in 1914 to again win the title. In the 1913 contest for the premier honor in the ranks of the "Simon Pures," up to the very last race there was a possibility of an overthrow or upheaval for the title due to the fact that the man holding the second greatest number of points would have won the title by taking first place in the final event of the series—what was to have been the final race was not run, snowstorms preventing the holding of the 50-mile event, and Fuerstein lost whatever chances he may have had of being acclaimed "Champion."

Lueders Leads the Amateurs

Last year, 1914, no such condition prevailed, W. A. Lueders, riding an Excelsior, swept all before him with the exception of the 25-mile event, which went to Henry Roualet, who rode an Indian to victory on July 18, during the F. A. M. convention in St. Louis. Lueders won the one, two, five, ten and fifty-mile races for the National Amateur Championship, all of which events, with the exception of the 50-mile race, which was held in Birmingham, Ala., September 28th, being run in connection with the St. Louis convention.

Lueders' victory carries with it the possession of the Bosch trophy, that handsome cup which the magneto manufacturers offer each year for the winning of the amateur championship. He wins also the gold medal which is given by the F. A. M.

Although no motorcycle racing records were broken during the year, new figures were set up and accepted by Chairman Donovan of the Competition Committee of the Federation of American Motorcyclists, for two events. These were the Trans-Continental record, which Volney established in July, 1911, when he made the cross-country trip of 3,745 miles in 20 days, 9 hours and 1 minute, and which was decisively beaten last year by Erwin Baker, who rode an Indian from coast to coast, 3,362 miles, in 11 days, 11 hours and 10 minutes. The other record accepted by the Competition Chairman was for an economy test (a new class), when Ed. Perrin, riding

Here are the men who led the ranks of motorcycle speedsters during the season just completed. Showing how keen was the competition for national championship honors — eleven men hold eleven records. At least four newcomers appear among the elect for the first time
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(1) Parkhurst, Harley-Davidson, winner of 1-hour professional championship. (2) Wolters, Excelsior, winner of Sioux City 250-mile race. (3) Taylor, Indian, winner of Savannah 303-mile race. (4) Baker, Indian, transcontinental record holder. (5) Perry, Excelsior, 5-mile professional champion. (6) Creviston, Indian, 1-mile professional champion. (7) Constant, Indian, winner of 2-mile professional championship. (8) Boyd, Indian, winner of Dodge City 300-mile race. (9) Goudy, Excelsior, 25-mile professional champion. (10) Meyer, Indian, 100-mile professional champion. (11) Roualet, Indian, winner of 25-mile national F. A. M. amateur championship

an Excelsior in Stockton, Cal., covered the almost unbelievable distance of 162.7 miles on one gallon of gasolene. It is not possible to make any comparison between this ride of Perrin's and the rides of F. A. Baker and E. Buffum several years ago, because of the different conditions under which the figures were set up.

Riders Divide Professional Honors

The professional championships were pretty well divided, no one rider winning more than one race in this class. The 1-mile event went to Creviston, who, riding an Indian, covered the distance at the F. A. M. convention in St. Louis in 46⅗ seconds. John Constant, Indian, took the 2-mile event in 1:40⅕ at Saratoga, July 4th. The 5-mile was won by Perry, on an Excelsior, at Sacramento, Cal., April 19th. Balke took the 10-mile in 8:48⅕, riding an Indian in Chicago, May 17th. The 25-mile went to Goudy in 20:06, who set the figure to the credit of his Excelsior on July 17th in St. Louis. The 100-mile was won by Fred Meyer in Columbus, O., on an Indian, who rode the century in 94 minutes and three-fifths of a second. The distance ridden in one hour is credited to Leslie Parkhurst, who covered an even 64 miles in 60 minutes while mounted on a Harley-Davidson in Birmingham, Ala., October 2nd.

These were the big track events of the year for the professional riders and they were evenly distributed among the stars of the country. There were other gatherings of the speed kings, however, which excited an even greater amount of interest than did the track races. The long distance road races brought out the best riders the country can produce, and for speed, skill and courage no contests like them have ever been witnessed. The most prominent of the great road contests were those held in Dodge City, Kan.; Sioux City, Ia., and Savannah, Ga.

Taylor Savannah Victor

The Dodge City race was over 300 miles of roads and was held on the Fourth of July. It was won by Glenn Boyd, who rode an Indian to victory in 4 hours, 24 minutes and 58 seconds. The Sioux City race was held September 2nd and went to Joe Wolters, on an Excelsior, who rode the 250 miles in 3 hours, 43 minutes and 52⅗ seconds. The Savannah race was held in that Georgia city on Thanksgiving Day, November 26th, and resulted in a victory for Lee Taylor, who rode an Indian over the 303 miles in 5 hours, 2 minutes and 32 seconds.

Racing has been more popular during the year that has just passed than ever before. The number of entries in the

The Bosch trophy for the amateur championship

events, taking it by and large, have been in excess of the number during former years. The races have been better, and while there have been accidents, some of which unfortunatly have resulted fatally, the number of casualities has been less than formerly.

While 1914 witnessed an attempt on the part of motordrome managers to promote that so-called sport, the public refused to patronize the 'dromes and one after another they closed, and probably few of them will ever be opened again.

The sport in general has been clean and especially free from scandals. Chairman Donovan, with rare discretion and with far more acumen than could have been expected in a man who was so new to the duties, trials and tribulations with which a competition chairman is beset at every turn, handled his position in a highly creditable manner. He won controversies with professional promoters and in the winning strengthened the position of the national organization as a sport controlling body. He disciplined riders who threatened or attempted to ride in outlaw meets, and withal administered his office without fear or favor, seeking nothing but justice and striving to cure without killing.

Good Work by the F. A. M.!

Riders who masqueraded as amateurs were shown in their proper colors and forced to enter the ranks where they belonged. And those who refused to jump Donovan mildly but firmly pushed. But whatever the method employed the result was the same and the professional ranks received a number of recruits.

The Federation of American Motor-

W. A. Lueders, amateur champion for 1914, with some of his medals and cups

cyclists during the year, especially the latter part of it, showed unmistakable signs of becoming a national organization of such real use to the riders as was intended by the founders, and serving them as they had not been served for several years. The Legal Action Committee actually did something that could be pointed to in answer to the old, old question, "What do I get for my dollar?" Much of the fol-de-rol and all of the controversy which has been aired in public during the not remote past has ceased to exist or is being settled behind locked doors, from which no sign of discord comes. All in all, the F. A. M. can report "progress," and the members are more willing to wait, to suspend judgment, than they were a short time ago when nothing but condemnation was heard on all sides.

And thus the year of 1914 has passed. It has not been a bad year when all is considered. The industry has survived one of the most difficult periods in its existence; sport has been cleaner and more popular with the participants and with the public; motordromes have heard their death knell; the national organization has developed into something which promises to be of benefit to the riders. It was a fine year, it was a better year than 1913, and now let's all get together, every shoulder to the wheel, and give a long push and a strong push and make 1915 the sort of a year that we all want to see, the sort of a year that we can make of it by concerted effort. Let's throw away our hammers and get out horns; and now, all together, blow, blow blow!!! That will be the best way to start the new year right!

Cycling Year of 1914 Brightest in Many

By R. F. Kelsey, Chairman, Board of Control, N. C. A.

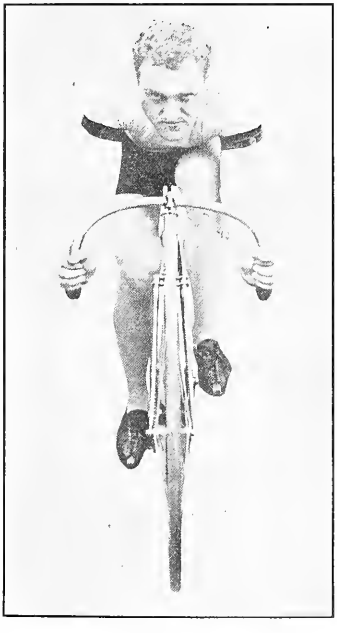
Strongly entrenched in the history of cycling, the year 1914 will stand out in marked contrast with any that have preceded it in the past decade. Not only has the popular liking for the sport shown a high percentage of increase, but there has been a notable upbuilding of the manufacturing industry, which shows a steady and healthy growth in the number of people the country over, who use the bicycle for a pastime, and as a regular means of conveyance. This large increase in bicycle usage is especially noticeable with the younger generation, and is one of the most hopeful signs of the times, as it shows a tendency to perpetuate the wonderful health-giving outdoor physical exercise, which had such a marked effect for good upon the world a generation ago.

Public Interest in Cycling Increased

The interest of the public in the competitive side of a sport is usually in keeping with the growth of such a sport as a pastime, and for the past five years there has been a steady increase in the United States in public patronage of competitive cycling events, which has developed a field of riders in both the professional and amateur classes, which for endurance and speed has never been equaled.

A careful comparison of the table of records of today with those of 20 years ago, when bicycle racing was almost universal and in the first flush of its success, show the remarkable advances that have been made. No doubt a goodly proportion of this advance has been due to the scientific construction of tracks, but this naturally followed the demands of the sport. Superior methods of training, a more strict regulation of diet, and deeper regard for and appreciation of personal health and habits have been the keynote of the riders' superiority of the present day.

Nowhere in the history of athletic sport, with the exception of that of cycling, has there been, to the writer's recollection, any one particular branch of sport that has produced an athlete who has for 14 consecutive years won the



Frank L. Kramer, American champion

American championship, and in that time captured a world's championship and defeated the world's best riders singly in match events. The man who accomplished this marvelous achievement is Frank L. Kramer, of East Orange, N. J. His high standard of efficiency will serve as a model for some years to come. The honors for remarkable endurance during the past season must in all justice be awarded to Alfred Goullet, a native of Australia, who has made his home in this country for several years and become one of its valued citizens. He is Kramer's closest competitor, and in six-day team races has established a record during the season just ended for enduring sprints such as the world has never witnessed before.

The European war has put a complete stop to cycle racing in that part of the world, and it has transferred upon the National Cycling Association the duty and labor of preserving the international entity of the sport during the period of the continuance of hostilities. Numerous riders from neutral, also some from the warring nations, have found a hospitable welcome here, their presence adding greatly to excellence of the competition, which has been the conspicuous feature of the season's performances.

Many Records Broken

Another notable achievement was the great success of the motor-paced circuit, which embraced the tracks of Boston, New Haven, Brighton Beach and Philadelphia. Here also the competition had an international flavor, and the championship honors rested on a young American, Clarence Carman, a native of the town of Jamaica, Long Island, which is within the limits of Greater New York.

There were a number of records broken during the year on both track and road; in fact, an unusual number, when it is considered that when a record is once reduced its subsequent reduction becomes each time a more difficult task. In professional competition the following marks were those which have been made better:

SINGLE

*⅗ mile, 1:12⅘.....May 17, 1914
A. T. Goullet, Newark
10 miles, 21:30.....July 5, 1914
Alfred Grenda, Newark
15 miles, 32:03⅗.....August 23, 1914
Wm. Morton, Newark
*Made in handicap.

TANDEM

1 mile, 1:40⅘.....September 6, 1914
Grenda-Walker, Newark
*2 miles, 3:35.....August 2, 1914
Grenda-Walker, Newark
*3 miles, 5:27⅕.....May 24, 1914
Hill-Cavanagh, Newark
*Made in handicap.

SIX-DAY (Team)

2,758 miles, 1 lap...November 16-21, 1914
Goullet-Grenda, Madison Sq. Garden

The amateurs have also had a season of successful innings, and several records have fallen to their skill on both track and road. Harry Kaiser, a young New Yorker, proved to be the leader in the championship points table ,and he has since signalized his ability in the professional class. Records were broken by amateurs as follows:

COMPETITION—Track

*¼ mile, 0:36⅕.....September 9, 1914
Donald McDougall, Newark
*½ mile, 0:55.....July 15, 1914
Donald McDougall, Newark
*Made in handicap.

COMPETITION—Road

*10 miles, 23:40.....May 17, 1914
Fred Woisin, Floral Park, L. I.
*50 miles, 2:17:42.....June 14, 1914
Thos. La Rossa, Floral Park, L. I.
*Made in handicap.

UNPACED—Road

1 mile, 2:32⅗.....October 11, 1914
Edwin Jensen, Grant City, S. I.
3 miles, 7:27.....October 11, 1914
Edwin Jensen, Grant City, S. I.
10 miles, 26:35.....October 25, 1914
Edwin Jensen, Grant City, S. I.

In connection with the subject of amateur competition it is pleasing to note that in the State Militia Armories in Greater New York and Buffalo flat floor racing is extremely popular. These events are conducted in connection with programs of other athletic sports and are a great means of popularizing cycling with the admirers of other branches of athletics

Harry Kaiser, best of the 1914 amateurs

One thing that has been a crying need for several years is an improvement in design and quality of the pure racing type of wheel. So indifferent to the requirements of the racing man had the American manufacturers become, that practically every rider of note, both professional and amateur, was riding a foreign made bicycle and foreign racing tires. All this promises to be changed, as one American manufacturer has already changed his designs to meet the needs of the up-to-date riders, who have been quick to appreciate the American machine and to adopt it; and more are bound to feel the force of his initiative.

The foreign type of racing tire is now also being made in all weights in this country, and their efficacy was ably proved in the recent six-day race at Madison Square Garden, where every competitor rode the same type of tire. Punctures, blow-outs and all other forms of accidents were fewer than ever before in the history of this indoor classic.

Next year promises to mark another epoch in the history of the sport. Not only will several new tracks be built in prominent cities, but the Panama-Pacific International Exposition at San Francisco has set aside August 2-4 for a three-day carnival of cycle racing. The program, which has already been published in these columns, embraces a series of Panama-Pacific championships and numerous open events. It is intended to hold elimination races in all parts of the country for candidates to qualify for the great team race between the East and West, and there will be plenty of work from now on for officials and supporters of the sport.

The attractions on the big velodrome tracks promise to be better than ever in 1915, which, in view of last season's excellent record, is "going some," to say the least. The number of riders is increasing yearly, another sign of vigor, and during 1914 no less than 700 riders carried the official licenses of the National Cycling Association. Next year it is hoped to double the number.

Riders Thronged to the Road Races and Club Meets

Has the past year seen a revival of cycling interest in pleasure riding and road racing? Compare the extensive tours and pleasure rides of 1914 with the record of years when bicycles reigned supreme and it will be found that interest has not decreased but revived.

Many clubs the country over have made touring a feature—especially in the east. Favorite routes in this section are Long Island; up the Hudson river; over the Berkshire hills and returning through the Connecticut valley; from Baltimore to Philadelphia; from New York to Philadelphia; from Baltimore to Natural Springs, Va. via Gettysburg, Pa.; and also through Washington to Alexandria and return, and many more. One of the longer tours was from Detroit to Boston. A coast-to-coast trip was accomplished by Bob Lawson and Chris Hansen.

Some of the chief open events of the year were the following:

April 12—70 riders, 10 miles, Floral Park, L. I. May 3—56 riders, 25 miles, Hudson County Boulevard, N. J. May 17—98 riders, 10 miles, Floral Park, L. I. May 30—59 riders, 19½ miles, Chicago, Ill. May 30—50 riders, 25 miles, Plainfield, N. J. May 30—95 riders, 25 miles, Buffalo, N. Y. June 14—37 riders, 50 miles, Floral Park, L. I. July 4—Carnival, 1, 5, 10 miles, Fordham, N. Y. July 12—Inter Club League, 50 miles, Floral Park, L. I. August 7—54 riders, 25 miles, Atlantic City, N. J. August 27—Carnival, 1, 3 miles.

In addition to the open races just enumerated there were held a weekly series closed-to-members club races on Sunday, in New York city and vicinity Then as a cap to the local season came a series of unpaced races held by the Inter-Club Amateur Cycle Road Racing League for the unpaced and club-team championship of the league, which is composed of numerous clubs in the vicinity of New York. These events always drew good crowds.

The press has taken hold of bicycle news with great vim, and devoted more space to news of this character than for some time previous to 1914. In a few instances the manufacturers have lent their support to the efforts of club committee men to get up road races.

What Accessories Are Shown, and Where They Are Found

The accessories, as was mentioned before, are shown on the third and fourth floors of the Grand Central Palace, which are designated as floors "C" and "D," respectively. A list of most of the exhibitors, their booth numbers, and the products they are displaying, follows:

Adams & Co., Henry T., Chicago, Ill., D-7—Stands, vulcanizers and specialties.

Asch & Co., Inc., New York City, D-101—Edelman Tire Gauges.

Automobile Supply Mfg. Co., Brooklyn, N. Y., C-112—Warning signals.

B. & L. Auto Lamp Co., New York city, D-174—Lamps.

Badger Brass Mfg. Co., Kenosha, Wis., C-38—Lamps.

Benford Mfg. Co., Mt. Vernon, N. Y., D-123—Spark plugs.

Bicycling World Co., New York city, D-172—Bicycling World and Motorcycle Review (publication).

Bock Bearing Co., Toledo, O., D-84—Bearings.

Bosch Magneto Co., New York city, C-15—Ignition.

Brown Co., The, Syracuse, N. Y., D-215—Pumps and lamp hoods.

Champion Ignition Co., Flint, Mich., C-57—Spark plugs.

Champion Spark Plug Co., Toledo, O., D-141—Spark plugs.

Coes Wrench Co., Worcester, Mass., C-48—Wrenches.

Corbin Screw Corporation, New Britain, Conn., C-102—Coaster brakes and Corbin-Brown speedometers.

Detroit Lubricator Co., Detroit, Mich., C-113—Carburetters.

Dixon Crucible Co., Joseph, Jersey City, N. J., C-53—Lubricants.

Eclipse Machine Co., Elmira, N. Y., D-201—Clutches, coaster brakes, five- and two-speed gears and hubs.

Essex Rubber Co., Trenton, N. J., D-46—Tires, tubes and grips.

Fentress-Newton Mfg. Co., Detroit, Mich., D-135—Tandem attachments and fittings and warning signals.

Fitzgerald Mfg. Co., Torrington, Conn., D-71—Warning signals, gaskets and terminals.

Floatless Carbureter Co., Brooklyn, N. Y., D-67—Carbureters.

Frasse & Co., Inc., Peter A., New York city, D-73—Renold chains.

Garage Equipment Mfg. Co., Milwaukee, Wis., D-85—Supplies.

Garford Mfg. Co., Elyria, O., C-78—Warning signals.

Gray & Davis, Boston, Mass., C-28—Lamps.

Grossman Mfg. Co., Inc., Emil, Brooklyn, N. Y., D-107—Spark plugs and warning signals.

Harris Oil Co., Providence, R. I., C-88 Lubricants.

Hartford Machine Screw Co., Hartford, Conn., C-85—Spark plugs.

Haverford Cycle Co., Philadelphia, Pa., D-143—Miller Triplex seat.

Haws, Geo. A., New York city, C-63—Lubricants.

Heinze Electric Co., Lowell, Mass., C-108—Magnetos.

Hydraulic Pressed Steel Co., Cleveland, O., C-104—Stampings.

Herz & Co., New York city, C-103—Ignition devices.

Hoffecker Co., Boston, Mass., C-61—Speedometers.

Leather Tire Goods Co., Niagara Falls, N. Y., C-74—Tire treads.

Lovell McConnell Mfg. Co., Newark, N. J., C-30—Warning signals.

McQuay-Norris Mfg. Co., St. Louis, Mo., D-177—Piston rings.

Manufacturers Foundry Co., Waterbury, Conn., C-80—Castings.

Marathon Tire Sales Co., New York city, D-189—Tires and tubes.

Master Carbureter Corporation, Detroit, Mich., D-69—Carbureters.

Mayo Mfg. Co., Chicago, Ill., D-213—Pumps.

Mesinger, H. & F. Mfg. Co., New York city, D-148—Electric lighting system and saddles.

Metal Specialty Co., Chicago, Ill., D-102—Electric lamps.

Miller, Chas. E., New York city, D-31—Supplies.

Mosler & Co., A. R., Mt. Vernon, N. Y., C-26—Spark plugs.

Motorcycling Publishing Co., New York city, D-149—Motorcycle Illustrated (publication).

Motor Cycling, Chicago, Ill., D-134—Motor Cycling (publication).

National Screw & Tack Co., Cleveland, O., C-83—Spokes and nipples.

N. Y. & N. J. Lubricant Co., New York city, C-45—Lubricants.

New York Sporting Goods Co., New York city, D-144—Motorcycles, bicycles, motor wheels, sidecars, tandem attachments and accessories.

Platt & Washburn Refining Co., New York city, D-23—Lubricants.

Randall-Faichney Co., Boston, Mass., C-62—Grease guns, warning signals, spark plugs, glaroscope.

Rose Mfg. Co., Philadelphia, Pa., C-109—Lamps and specialties.

Royal Equipment Co., Bridgeport, Conn., C-64-65—Brake lining.

Scoville, E. W., Manlius, N. Y., D-173—C. & G. twin seats.

A. Schrader's Son, Inc., Brooklyn, N. Y., C-35—Gauges and tire valves.

Shaler Co., C. A., Waupun, Wis., C-29 Vulcanizers.

Silvex Co., New York city, D-112—Spark plugs.

Smith Co., A. O., Milwaukee, Wis., D-30—Bicycle Boosters.

Sparks Withington Co., Jackson, Mich., C-55—Warning signals.

Spitler, B. W., Dorchester, Mass., D-17—Tire repair plugs.

Splitdorf Electrical Co., Newark, N. J., C-47—Ignition.

Standard Thermometer Co., Boston, Mass., C-84—Separators.

Standard Welding Co., Cleveland, O., C-39—Steel tubing and rims.

Standard Woven Fabric Co., Framingham, Mass., D-202—Brake lining and clutch facing.

Stevens & Co., New York city, D-140—Accessories and supplies.

Stewart-Warner Speedometer Corp., Chicago, Ill., C-23—Speedometers.

Tingley & Co., Chas. O., Rahway, N. J., D-92—Tire supplies.

U-H Magneto Co., New York city, D-40—Magnetos.

Vacuum Oil Co., New York city, C-37—Lubricants.

Van Sicklen Co., Aurora, Ill., D-29—Speed-meters.

Veeder Mfg. Co., Hartford, Conn., C-40—Cyclometers, odometers and castings.

Voorhees Rubber Mfg. Co., Jersey City, N. J., D-80—Complete line rubber accessories.

Weed Folding Backrest Co., Stamford, Conn., D-39—Folding backrest.

Wheeler & Schebler, Indianapolis, Ind., C-41—Carburetters.

Fair Riders of Motorcycle Ambulances

Writing of his experiences behind the battle front, Arthur Ruhl, in last week's Collier's, makes the following interesting comment on two pretty English nurses he saw coming off a Red Cross boat while he was in Calais: "There were (on board the boat) various volunteer nurses, including two handsome young Englishwomen of the very modern aviatrix type—coming over to drive motorcycle ambulances—and so smartly gotten up in boots and khaki that a little ways off you might have taken them for British officers." Is it to be wondered at that the British power-driven "steeds" behave so well under the hands of such fair riders? There's chivalry even in an English motorcycle!

Garden City Veterans in Banquet

The Garden City Wheelmen held its 21st annual Christmas banquet and entertainment on the 19th ult., at its club rooms on South Bend street, San Jose, Cal. There was plenty of music and singing, whist and pedro games, wrestling and boxing matches, to make the occasion one to be long remembered. Several of the old-time members were present and gave talks on the bicycle game in the early history of the club.

And that history is one which finds its beginning 'way back to the day when the club was organized on October 6, 1886. It is the oldest in the West.

The Garden City Wheelmen's fame has been made world-wide by the many fast riders that it produced. Many of the world's records were held by members of the club who went from amateur triumphs out West to greater victories in the East, where they met and defeated some of the fastest men on wheels.

The cup case of the Garden City Wheelmen in the San Jose Chamber of Commerce is crowded with trophies won in contests of all descriptions and is the best collection possessed by any club in the West. Thousands of dollars are represented in the metals and engravings of these cups. The finest are the Morrel and Cordes trophies, neither of which can be duplicated for $700.

Among the famous riders turned out by the club the best known are: Lace, Burton and Hardy Downing, Hal McCormack, Orlando Stevens, Otto Zeigler, Floyd Mac Farland, C. Waibel, John Beresseya, R. Diefenmacher, Pete Castro, Carl Showalter, Plinn and Liveo Maggini, Chaboya and Jack Dermody.

C. R. C. A. Elects Officers

The election of officers for 1915 in the Century Road Club Association took place by mail vote last week and the result acclaimed the officers in the 1914 Board of Governors in like capacity for 1915 with one exception . The national officers elected are: President, E. Lee Ferguson, New York; first vice-president, Daniel M. Adee, Metropolitan, N. Y.; second vice-president, Adolph R. Jacobson, New York; financial secretary, Ralph W. Zarr, New York; recording secretary, Sylvain Segal, New York; treasurer, John M. Mitchell, Greenwich, Conn.

New York Division—Centurion, George Bieregel; secretary, R. W. Zarr; treasurer, S. Segal; captain, George Steppello.

New Jersey Division — Centurion, Duane W. Moore; secretary, John Carey; treasurer, George Hohman; captain, Charles F. Hansen.

Buffalo Six-Day Is On

McNamara and Verri Take One Mile Match Race Saturday

The cycling carnival at the Broadway Auditorium, Buffalo, N. Y., that began Saturday, January 2nd, resulted in a victory for McNamara and Verri in the one-mile team match, professional, over Root and Lawson. Wiley, the Syracuse motor-tor-paced star, got away with the five-mile motor-paced race, defeating Carman in that effort, and McDougall led the amateurs in their two starts from the tape.

Kramer made his usual appearance on the track in a quarter-mile exhibition, but his time, 25⅗ seconds, was not up to the high standard usually set by the American champion.

Fourth in the cycle of six-day grinds is the Buffalo limited race, which started one minute after midnight on Sunday, January 3rd, with ten teams on the starting line. Goullet, the big Australian, is keeping away from the track for a while in order to take a much-needed rest, so there is no one star in the race, which promises a close finish.

Lawson, teamed with Eddie Root, stands a good chance of crossing the line a winner in this race, while the newly formed Bronx team of Kaiser and Cameron is to be reckoned with.

Kaiser's performance in this race will be watched with interest by members of the cycling fraternity, because the ex-amateur champion showed that he was right there when he stayed with the big men in the New York grind. In the Newark race he improved a lot and showed plenty of speed. He is one of the few Americans who are conceded a chance to fill Frank Kramer's shoes.

On Sunday night at 10 minutes to 12 these six-day riders made their getaway from the starting line, the first named of each team starting: Eddie Root and Iver Lawson; George Wiley and Bobby Walthour; Marcel Dupuy and Victor Linart; Frank Corry and Clarence Carman; George Cameron and Harry Kaiser; George Colombatto and Julien Prevost; Gus Wohlrab and Gordon Walker; John and Menus Bedell; Reggie McNamara and Francesco Verri; Joe Kopsky and Norman Hansen.

The riders started off fast and covered 24 miles the first hour. Root was leading at that time.

Early Monday morning, at 7:50 o'clock, after eight hours' racing, the riders had covered 157 miles and 4 laps, with Wiley leading all the way, and all teams tied. Special sprints were won by Verri, Lawson, Kaiser, Menus Bedell, McNamara (2), and Corry and Walthour rode a dead heat for one.

Six-lap (⅜ mile) amateur — Won by McDougall, scratch; second, Ciaciuch, 10 yards; third, Madden, 10 yards. Time, 1:12.

One-mile team match, professional—Won by McNamara and Verri from Lawson and Root in straight heats. Times, 2:36⅖ and 2:21⅗.

Five-mile motor-paced match, professional—Won by Wiley from Carman. First heat won by Carman. Time, 8:55. Second heat won by Wiley. Time, 9:15. Third heat won by Wiley by default.

Quarter-mile exhibition by Frank Kramer. Time, 25⅗ seconds.

One-mile motorcycle exhibition by Jimmy Hunter. Time, 1:23.

Two-mile lap race, amateur—Won by McDougall, 59 points; second, Weber, 47 points; third, Schieder, 46 points.

Ten-mile open, professional—Won by Corry; second, Hansen; third, Linart.

"Bobby" Walthour, veteran, is still there

Time, 22:58. Lap winners: Corry 2, Linart 4, Kopsky 2.

Neville Quits Kramer, May Train Goullet

Kramer admitted before starting for Buffalo that Neville would not handle him for next year, for the first time since he started his career on the track. The breach that has sprung up between Neville and Kramer may bring him over to Goullet's camp next season. At any rate, it is certain that the Australian will make every effort to land him.

Good trainers of cyclists are very scarce and the sport contains only a few first-rate handlers.

Relating the Adventures of John Prospect

Wherein Prospect Hears the Dealer's Point of View on the Question of Many Models and Varied Type—Owners Demand Free Service and Accessories From the Dealer

The eleventh of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler

Not long after his conversation with Dr. Wise on Christmas day, when the doctor urged the sale of varied types of motorcycles, John Prospect passed the X-Z agency on his way home from the bank.

Bentley, the X-Z agent, happened to enter his store as Prospect passed and invited him to come in and pass the time of day.

"How's your machine?" inquired Bentley. "Any more trouble from putting oil in the gas tank or any such-like things for me to fix?"

Prospect laughed and accepted a seat alongside the dealer's desk, which he noted was covered with business-like papers systematically arranged and bore the stamp of good management.

"Nothing like that," he answered, "but I have a new bug. Dr. Wise has been talking to me about what he'd like to see in the way of varied types of motorcycles. Motorcycle vans and little lightweight singles, for instance, in every dealer'shop. He said every dealer ought to carry ten models instead of one or two."

Bentley Gives the Dealer's Side

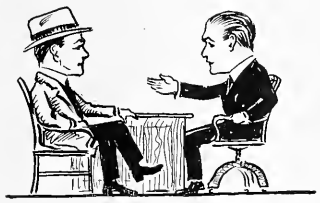
Bentley did not show any enthusiasm.

"Did he? Well, then he ought to take the dealer's job for a while and find out how much fun it is to handle eight or ten demonstrating machines that cost him $200 apiece. The small dealer especially can't afford to tie up so much cash."

"But he can offer buyers a wide range of models to select from, while if he handles only one motorcycle he's got to try to sell that one every time and can't give the buyer a choice," Prospect urged.

Bentley shook his head.

"No, you've got the wrong dope there. The big distributer in a large city might do that and get away with it, but the ante's too high for the average dealer without big money behind him, like myself, who has to use most of last year's profits to start things going this year. Now, suppose I have seven models in stock as demonstrating machines; say three different makes, twins and singles,

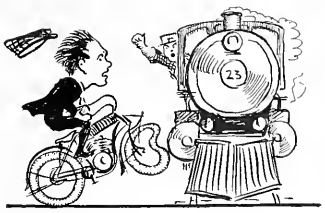


"You want to get this straight," said Bentley

a three-speeder or so, and one of the motorcycle vans your doctor friend is so fond of. Item number one—about fourteen hundred dollars initial expense paid out of my own pocket. Well, then there's the stock of parts to be thought of—parts for seven machines, not one. Item number two—eight hundred dollars' worth of parts, most of which you are not sure will be sold, but which you must keep in stock in order to make quick repair jobs without sending to the factory, which may be a thousand miles away.

The Question of Parts

"You want to get this straight: handling parts in such bulk is not a comfortable matter. One factory decided to reduce the cost of its parts, and a friend of mine was caught with four thousand dollars' worth on his hands that he had paid cash for. Result—an actual loss to him of over five hundred dollars. Of course, the parts did not sell below the



"If they run into a train—they want repairs"

price he paid the factory for them, but the reduction lost him the profit on so much repair work."

"I see what you mean," Prospect assented, "but what are you going to do when this buyer fellow comes along and wants a certain type of machine—say a chain-drive single, which the X-Z does not carry?"

Bentley winked at his cigar thoughtfully.

"It's a pretty good bet that I sell him the belt-drive single that we do carry. But even if I lose out on that sale the difference of selling the one single machine in a season is not enough to warrant me in carrying an extra model in stock, with an assortment of parts."

"I get you. But suppose you were a big distributer in a large city, wouldn't that be another proposition? In such a case you ought to have more than one model in stock."

"That's a different proposition. But it works out just the same. Take the automobile dealer. The little fellow in a small territory never has but one machine on view in his salesroom. When his business enlarges and he shifts to a big city he takes on another model or two of the same make. Why? He's got the additional trade to insure a good many sales of the other models. We motorcycle fellows have additional trouble in the way of service. The garages take care of the troubles of the new motor car owner, but we have to handle all the repair work on the models we sell and we rarely can collect any payment in the case of new models."

Owners Come After Free Service

"Do you find that owners require much service after a sale?" Prospect wanted to know.

"Service? They require slavery! If they run into a railroad train they want me to make repairs. If they drop an axe on the carburetter they come around for a bit of free service—and not a cent will they pay. I don't think it's because they are trying to cheat me, but simply because they consider that it's within their rights to come around after a sale and make me dry nurse their machine as long as they can find anything to be fixed about it."

"Well, aren't they entitled to service if there's anything goes wrong with the

machine? They pay a good price for a motorcycle and they expect attention after they buy a machine, and don't like it if you drop them like a bad penny as soon as you have their money."

"That's just what I want you to understand." Bentley leaned forward earnestly. "If the machine fails anywhere, and it's seldom that the X-Z does, I am willing to make good with the repairs without the owner paying a cent. If a part breaks or fails in any way I ship it back to the factory and get credit for the one I substitute. But the attitude of most buyers seems to be that they are doing me a favor to buy the machine from me at the price they pay for it

What the Dealer Must Do

"Most buyers try to get something for themselves with the machine. First they try to get me to cut the price for them. Finding I won't do that—it's not my policy and never was—they want something with the machine; if it's not a lighting system, it's a horn or something of the kind."

"Do you give it to them? You never gave me a horn."

"Generally. I didn't give you a horn but I took many times the price in trying to teach you to ride a motorcycle without busting it."

Prospect laughed. "I guess you did," he said. "But when you give riders a horn they don't expect anything else, do they?"

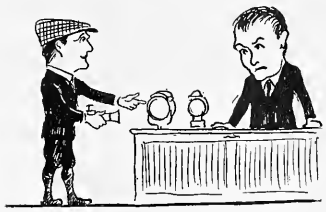
"Anything else? Why the horn is generally only an appetizer. They act as if I was two hundred dollars in their debt and they were privileged to use me indefinitely. I have to be an encyclopedia on motorcycle machinery, an F. A. M. expert on laws dealing with motorcycles, an ever-ready repair man, and a good fellow combined. They can't see that my time has just as much value to me as it had before they bought the machine.

Red, Blue, White, Black—in Tires

"Take the matter of tires. One fellow bought a twin from me last year which was fitted with Such-and-such tires. A few days later he came in and said that a friend had told him that the Such-and-such tires did not have a proper tread on the rear wheel, that the tread didn't grip properly. He wanted me to remove the Such-and-such tires and substitute the So-and-so without his dipping into his purse for a nickel. Well, I told him that as far as I knew the tires on his machine were as good as any in the market, but that if they failed in any way to take it up with the Such-and-such people, who were responsible for their tires, not with me."

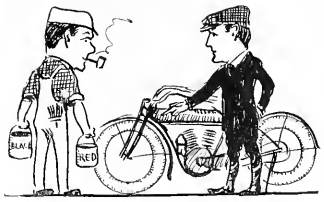
"The tires were all right, weren't they?"

"Perfectly. But the next day he came around and said that he was sure the back wheel was slipping, and he wanted criss-cross anti-skid studded tread tires



"They want a horn or lighting system——"

in place of his own. It happened that my demonstrating machine had So-and-so anti-skid tires fitted—they are optional on the X-Z machines—and I took an hour out of my time to switch tires with this fellow. I thought that was the end of the matter, but it wasn't. Next week he came back and said that he had found out by reading in the motorcycle text-book that I loaned him that So-and-so had brought out a new tread which was red and blue instead of white with red tread. He thought that this would look pretty on his machine and wanted me to take it up with the factory. He realized, he said, that I could not be expected to take so much trouble for nothing, so he offered to pay for the stamp and even the return postage. Of course I explained to him that the So-and-so people could not be expected to swap new tires for ones that had seen some usage. Well, he saw the



"He paid the sign painter to color them"

point to that, but thought that one dollar ought to make it worth their while to exchange. He said the two tires complete cost twenty-four dollars and were guaranteed to go five thousand miles apiece, which made ten thousand miles for twenty-four dollars. Since he had only ridden them three hundred miles the depreciation in value ought to be only seventy-two cents, but he was willing to pay me a dollar to get the factory to exchange his used tires for new ones of a different pattern. Can you beat it?"

"Was that the last of him?" Prospect asked.

"Yes. But the other day I saw him going by on his machine and his tires were colored black and red. I learned later that he had paid the sign painter fifty cents to color them for him."

Prospect and Bentley both laughed, but the dealer soon became serious.

New Types?—Yes, When Demanded

"No, from the dealers' point of view you can't see the many types of machines and big stock of parts stuff. Another demonstrating model means more parts and additional outlay, and it all mounts up. To the big distributer in a good territory it's another matter, but as far as I am concerned I take just the opposite point of view from your friend, Dr. Wise. He is arguing from the standpoint of big business promotion, but in the motorcycle trade it doesn't pay to put all your money on the board in a hit-or-miss fashion. You've got to have the dollars to back up every undertaking, and that's the only way to be secure."

"How about the manufacturer?"

"Well, you'll find that most of the factories will supply you with pretty much any kind of machine you want. But one thing's sure—it's better for them to keep in stock twenty thousand dollars' worth of parts for one model than fifty thousand dollars' worth of parts for four models."

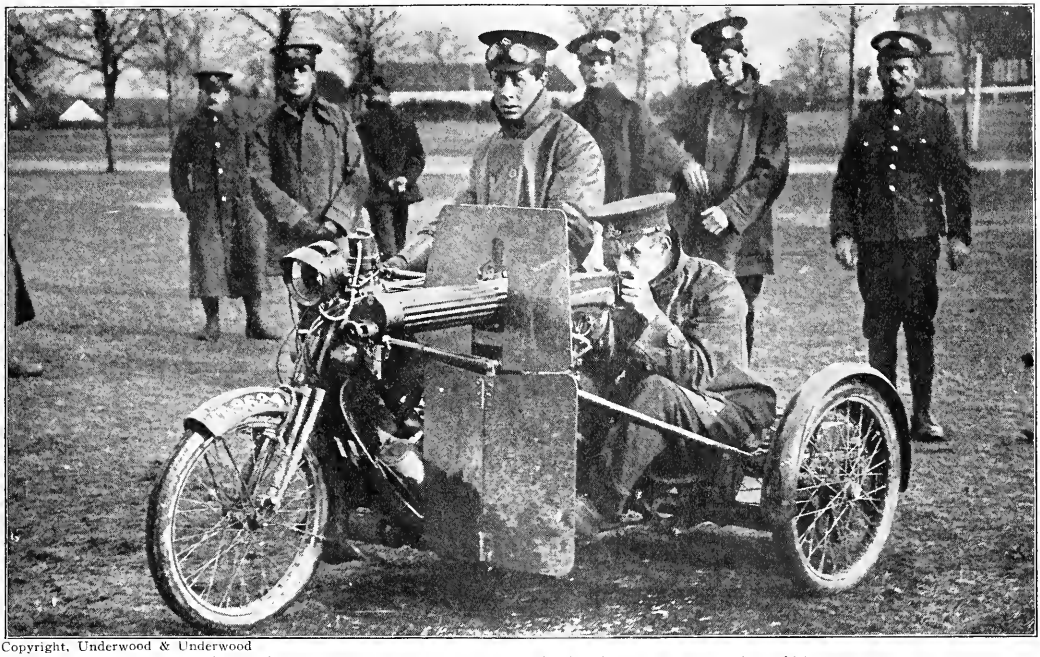
"Don't you think that new types will be produced?"

"As soon as there is a market for them—not before. The factories are ready to fill any demand, but they are not going to get out a new model on a sporting chance. Such a chance isn't sporting—it's gambling."

Squirt Can that Pumps Oil on Pressure

An improvement in oiling devices is a squirt can which has a movable button on the bottom. When this button is pressed the oil is forced out of the spout under pressure. Ordinary oil-cans with flexible bottoms work all right when the spout is clean, but if the spout is stopped, one cannot tell whether the can delivers oil or not when poked into an oil hole, because the bottom yields anyway. The new device is in effect a pump, the piston of which is worked by the button on the bottom of the can, and if the spout is stopped up the button will not push in. If enough pressure is applied, the obstruction will be forced out.

An Addition to the English Motorcycle Field Artillery



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One of the corps of gun mounted motorcycles, showing the gunner protected by a shield

An Appreciation From Overseas

In the December 16th issue of Bicycling News and Motor Review, published in England, appeared the following appreciative comment on the tribute to "Happy Days" Pitman, written by R. G. Betts, which appeared in the October 13th issue of Bicycling World and Motorcycle Review:

"'Happy Days.' This was the cheery nom de plume of one of America's oldest and best cyclists—Will R. Witman—whose name re-echoes along the corridors of the past fifty years of the pastime, and who was known and beloved, not only by his intimate associates of the United States, but by every British visitor to New York who had any connection with cycling. He was 65 years of age and stuck to the bicycle to the end of his life. In an appreciative and beautifully written article by R. G. Betts in the Bicycling World (the second oldest cycling paper) it is touchingly shown how highly he was beloved by his comrades, and I have seldom read anything more simply moving and tender. 'To me,' says the writer, 'he was always loyal, always true; and if ever man loved the bicycle and all for which it stood, his name was Will R. Pitman. To it and to his friends he was faithful to the end.' It is a fine tribute, and well earned. At the funeral some graceful verses by Quincy Kilby were read, this being one of the stanzas:

"'Dear Happy Days—for so we came to call him,
Who knew and loved his gentle, kindly ways—
Has found his rest. No ill can now befall him,
Nor pain nor trouble hurt our Happy Days.'

"The sentiment among the old-timers of America has always been good and high, and, in these times of stress and trouble, such sincere and earnest appreciation has a singularly touching value, as showing that love and gratitude are not yet lost virtues in a whirling world."

Influence of the War on Finish

The war is creating new styles in more than women's clothes and battleships. It is going to influence bicycles in many ways, especially in the matter of finish. Already the military authorities are beginning to specify a certain finish for the machines they buy. Details concerning the color of the new machines and the kind of enamel used are lacking, but a representative of the English paper, Bicycling News and Motor Review, has this to say about the question of war finish:

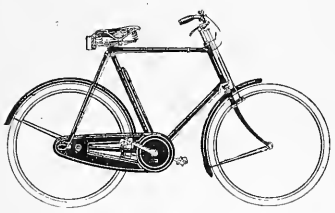
"I do not suppose many agents have had an opportunity of seeing the motorcycles which have lately been supplied to the order of the Russian Government, but that they will observe replicas as to the finish of these machines goes without saying; for it is to be conceived that the workmanlike finish on these Russian mounts is going to create a new fashion. The dull green appearance, even down to the smallest detail, when I saw a company (we must now write in military terms) of New Hudsons ready for parking struck me as the ideal finish midway between all-black and black and plated. They were relieved from the funereal appearance of the former, and, while they lacked the genial glitter of the latter, there was much compensation to be gained from their look of sturdy, hard-working covering. In these days many of us have come to look on the superlative finish as the one which will protect the machine from all weather and road conditions, and at the same time preserve a respectable touch of dignity in the matter of appearance. Whether this new Russian and War Office idea will go towards forwarding that expert opinion on finish among the general public remains to be seen."

What Is New in England

ARTICLE III

Surveying the New Models in Bicycles—Appliances That Aid Riders' Comfort Military Models

In looking over the English manufacturers' offerings to the bicycling public for the coming season no radical change in frame or design is to be noted. Most of the more popular high-priced models are fitted with three-speed gear, generally the Sturmey-Archer, and the oil-bath gearcase is generally met with. In military models several firms offer



Raleigh 3-speed model with oil bath

specialties, but these seem to differ from the ordinary machines only in being of an unusually sturdy frame and fitted with clips to carry a rifle besides having a dulled finish.

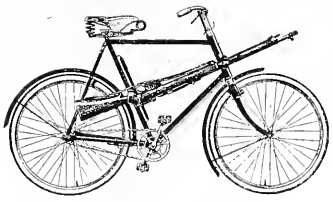
So much for generalities. As with the motorcycle, refinements in detail are the rule. The Modele Superbe Raleigh, a typical high-priced machine, selling for $78, has the well-known X frame of that concern, the handlebars are made with neatly concealed roller levers for the brakes. No clips are on the machine, the lugs for carrying brakes, pumps and so forth being brazed to the frame. The new model has the all-weather finish, which enjoys a deserving popularity among British riders, the rims of the wheels and the spokes being of non-rusting metal. Extra wide mud guards and splasher with an efficient oil-bath gearcase all operate toward the comfort of the rider. The Sturmey-Archer three-speed gear has handlebar control.

In the construction of the Raleigh are several admirable features. For instance, there is the notable absence of malleable iron castings in the head and seat bracket joints and in the crank bracket. Thus weight and the possibility of flaws are reduced to a minimum in these machines in which strong sheet steel loops, produced in powerful presses, from the finest homogeneous cold rolled steel, are used. Again, the tubes and joints are united by a superior process. The old system of hand brazing at the hearth has been long abolished from the Lenton Works. The frames, after being fitted together, are immersed in a crucible of molten brass which is kept at a uniform temperature, entirely avoiding the possibility of that very undesirable product—a burnt tube—while the molten brass running into every crevice ensures a satisfactory joint.

The gearcase of this model is stamped out of sheet metal instead of being built up by hand and is light, stiff and enduring. An improvement in mudguards is exhibited by the provision of a bead at the end of the guard both fore and aft.

In every case the equipment of the new British machines is very complete. In the case of the Wulfruna new three-speed model, which is one of the most widely used of the English mounts, an all-black weather finish is provided; the chain is enclosed in an efficient guard, a tool box is hung from the rear of the saddle, while a pump is attached to the rear of the seat mast, and a lamp to the front forks.

The bicycle lines of the leading firms are full, offering a varied type to the prospective buyer. For instance, the



Rover military model

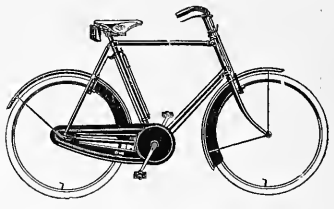
Triumph Cycle Co. offer a de luxe model, three three-speed models and two roadsters without the extra gear fitment, path racers and road racers, a handsome ladies' model, and special types in roadsters at slightly lower prices.

The Triumph machine seems to be one of the most popular of the across-the-ocean pedal mounts, and during the past year the speed model, which sells at a lower rate than the roadsters, being without the extra fitments, has won a number of races. The special Triumph feature—a bicycle band brake—appears in this machine alone, and is retained for the coming season.

In the Sunbeam two-speed model the automatic oiler gearcase is built into the machine instead of being detachable, as is usually the case.

These machines sell at a good figure, although it is not too much to pay for a high-class bicycle, the retail selling price of 10 models chosen at random being $45.40.

In spite of the war and the unsettled conditions that prevail in England the bicycle manufacturers are not complaining of hard times. Bicycle exports are cut in half but the home market still



B. S. A., a model with all-weather finish

supports sales. One firm sold 60,000 machines in the past year.

Melbourne Motordrome Nearing Completion

Good progress is being made towards the banking and foundations of the motordrome which is to be erected on the site of the present cycle track on the Amateur Sports Grounds near Melbourne, Australia. The speedway, which is to be built on the lines of the most up-to-date racing tracks of this country, will be three laps to the mile and a true circle. The cost of erecting the motordrome is set down at $20,000. The track is to be banked to carry speeds of over 90 miles an hour. In fact, the danger zone will not be touched until a pace of 120 miles per hour is attained.

The running surface of the track will be smooth vitrified brick (some 222,000 being used), set in concrete. The track will also be suitable, it is claimed, for bicycle racing. Electrical timing apparatus is to be installed. Suitable accommodation is to be provided for the public in the way of seats, around the outside of the arena; also the position of the present grandstand, raised and improved. A company with a capital of nearly $40,000 is being floated to finance and run the grounds.

Lecturer Camps and Tours

Wisconsin Roads With a Motorcycle

Theodore J. Werle, traveling lecturer for the Wisconsin Anti-Tuberculosis Association at Milwaukee gave a unique demonstration of the utility of the motorcycle during Christmas week in a sketch which was part of the bill at the Majestic Theater, the largest vaudeville house in the city. Werle has been using Harley-Davidsons for the last three years, using a three-speed model this year. Incidentally he boasts of the highest motorcycle mileage record of any rider in the state.

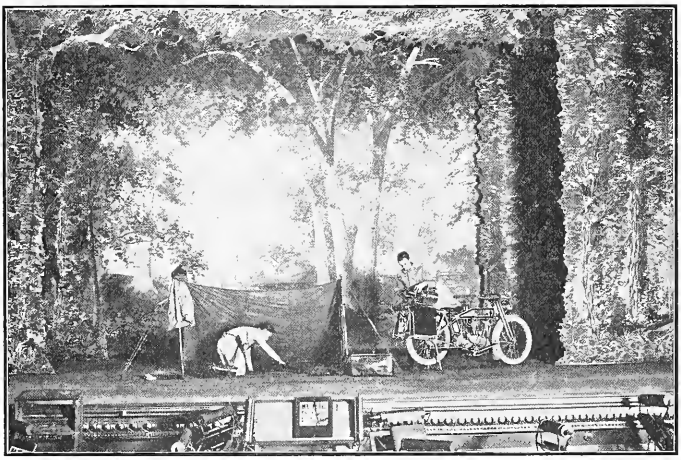
But Werle is not just an ordinary rider despite the fact that he derives all sorts of pleasure out of his work. And he practices what he preaches—the value of living in the great out-of-doors. Therefore he carries with him a complete camping outfit—tent, blankets and cooking utensils. Besides this is the big case for the stereopticon lantern and slides, including curtain. Then he tops off the load with a husky 140-pound helper, a total weight of about 350 pounds excess baggage. Yet there are few spots on the map of Wisconsin where "that young preacher man" has not been.

In Werle's vaudeville sketch he carried his audience out into one of the many little hamlets in the Badger State and showed how he and his helper prepared for the night, erecting the tent and laying out the blankets. By the time the helper had the tent in shape Werle has unlimbered the stereopticon and was ready to proceed with one of his regular country town lectures.

Werle's vaudeville stunt was given to boost the sales of Christmas seals, upon which his association bases most of its financial support. At the same time the anti-tuberculosis emissary impressed thousands of people with the practicability and durability of the modern motorcycle for use in touring, or in camping expeditions.

Coloring the Door Lens of a Lamp

When it is desired to convert a lamp with a clear front lens into a tail or rear light, the door lens can be colored by dipping in a solution of white shellac, denatured alcohol and red aniline dye. The glass should be removed from the door frame and suspended from a wire before dipping.



Werle and his assistant demonstrating their life out of doors with the Harley-Davidson

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Directory of Cycle Trades Products

This is intended to be a complete Directory of all products used in the cycling trades. We make no claim for its perfection and would appreciate criticism from manufacturers as to their listing and that of other companies. It is our intention to reprint this Directory at intervals in the hope that it will be found of assistance to our dealer subscribers.

BEARINGS—BALL AND ROLLER

American Ball Co., 115 Clifford St., Providence, R. I.
Auburn Ball Bearing Co., 29 Elizabeth St., Rochester, N. Y.
Ball & Roller Bearing Co., Danbury, Conn.
Bantam Anti-Friction Co., Bantam, Conn.
Barthel & Daiy, 1790 Broadway, New York, N. Y.
Bower Roller Bearing Co., Detroit, Mich.
Bretz Co., J. S., 250 West 54th St., New York.
Fafnir Bearing Co., New Britain, Conn.
G.-A. Ball Bearing Mfg. Co., 342 No. Sheldon St., Chicago, Ill.
Harris & Reed Mfg. Co., 1500 W. 15th St., Chicago, Ill.
Imperial Bearing Co., 1217 Forest Ave., East, Detroit, Mich.
Marburg Bros., Inc., 1790 Broadway, New York.
NEW DEPARTURE MFG. CO., Bristol, Conn.
Norma Co. of America, 1790 Broadway, New York, N. Y.
Rhineland Machine Works Co., 1737 Broadway, New York, N. Y.
R. I. V. Co., New York, N. Y.
S. K. F. Ball Bearing Co., 50 Church St., New York, N. Y.
Standard Machinery Co., Cranston, R. I.
Standard Roller Bearing Co., Philadelphia, Pa.
STAR BALL RETAINER CO., INC., Lancaster,

BALL RETAINERS

STAR BALL RETAINER CO., INC., Lancaster, Pa.
STEVENS & CO., 373 Broadway, New York.

BATTERIES (DRY)

American Ever Ready Co. (National Carbon Co.), 304 Hudson St., New York, N. Y.
French Battery & Carbon Co., Madison, Wis.
Hi-Po Waterproof Battery Co., 1007 Atlantic Ave., Brooklyn, N. Y.
Manhattan Electrical Supply Co., 17 Park Place, New York, N. Y.
National Carbon Co., Cleveland, O.
Nungesser Carbon & Battery Co., 1170 E. 38th St., Cleveland, O.
Stackpole Carbon Co., Saint Mary's, Pa.
Standard Carbon Co., Los Angeles, Cal.
U. S. Auto Battery Co., 60 Warren St., New York, N. Y.

BATTERIES (STORAGE)

American Battery Co., 1134 Fulton St., Chicago.
American Ever Ready Co. (National Carbon Co.), 304 Hudson St., New York, N. Y.
Ampoo Battery Co., 3031 So. Michigan Ave., Chicago, Ill.
Ashbrook, J. F., Electrical Mfgrs., 2639 Emmett St., Chicago, Ill.
Cook Railway Signal Co., 1793 So. Broadway, Denver, Colo.
Cosmos Electric Co., 136 Liberty St., New York.
Electric Storage Battery Co., 19th St. and Allegheny Ave., Philadelphia, Pa.
Electric Storage Battery & Mfg. Co., 130 Opera Place, Cincinnati, O.
Essex Storage Battery Co., 272 Halsey St., Newark, N. J.
Fermoile Johnson Storage Battery Co., Inc., 445 3rd St., Niagara Falls, N. Y.
Hirsch Electric Mine Lamp Co., Philadelphia, Pa.
Hughes, Wessling Co., 4642 Ravenswood Ave., Chicago, Ill.
Multiple Storage Battery Co., 427 W. 50th St., New York, N. Y.
National Carbon Co., Cleveland, O.
Premier Electric Co., 4032 Ravenswood Ave., Chicago, Ill.
REX BATTERY CO., 2505 S. State St., Chicago.
Silvey Electric Co., 10 So. Canal St., Dayton, O.
Titan Storage Battery Co., Newark, N. J.
Willard Storage Battery Co., Cleveland, O.

BELLS

BEVIN BROS. MFG. CO., East Hampton, Conn.
Lamb Mfg. Co., Winsted, Conn.
MOSSBERG CO., FRANK, Attleboro, Mass.
NEW DEPARTURE MFG. CO., Bristol, Conn.

BELT IDLERS

ECLIPSE MACHINE CO., Elmira, N. Y.

BELTING

Chicago Belting Co., Chicago, Ill.
Chicago Rawhide Mfg. Co., 1301 Elston Ave., Chicago, Ill.
Graton & Knight Mfg. Co., Worcester, Mass.
Hide, Leather & Belting Co., 227 S. Meridian St., Indianapolis, Ind.
New York Leather Belting Co., 51 Beekman St., New York, N. Y.
Shoemaker & Son, W. H., 36 Vesey St., New York, N. Y.

BENT PARTS

CONSOLIDATED MFG. CO., Toledo, O.

BICYCLES

Acme Brass Works, 1427 Carroll Ave., Chicago.
Arnold, Schwinn & Co., 1718 North Kildare Ave., Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
DAVIS SEWING MACHINE CO., Dayton, O.
EMBLEM MFG. CO., Angola, N. Y.
EXCELSIOR CYCLE CO., Chicago, Ill.
Fowler-Manson-Sherman Cycle Mfg. Co., Chicago, Ill.
Gendron Wheel Co., Toledo, O.
GRADY & CO., J. W., Worcester, Mass.
GREAT WESTERN MFG. CO., La Porte, Ind.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Manufacturers Supplies Co., Cherry and Juniper Sts., Philadelphia, Pa.
Mead Cycle Co., Chicago, Ill.
MIAMI CYCLE & MFG. CO., Middletown, O.
National Cycle Mfg. Co., Bay City, Mich.
PIERCE CYCLE CO., Buffalo, N. Y.
Pope Mfg. Co., Westfield, Mass.
READING CYCLE MFG. CO., 7th and Chestnut Sts., Reading, Pa.
Rome Bicycle Mfg. Co., Rome, N. Y.
Snyder Mfg. Co., H. P., Little Falls, N. Y.
Strohm & Bro., W. A., 1612 W. Lake St., Chicago, Ill.
Toledo Metal Wheel Co., Toledo, O.
Vim Cycle Hardware Co., 137 Broadway, Buffalo, N. Y.
Worthington Co., Elyria, O.

BICYCLES—COMMERCIAL

JONES & NOYES, Chicago, Ill.
Mead Cycle Co., Chicago, Ill.

BICYCLE BOOSTER

SMITH CO., A. O., Milwaukee, Wis.

BICYCLE FORKS

Standard Welding Co., Cleveland, O.

BICYCLE GRIPS

Essex Rubber Co., May and Beanes St., Trenton, N. J.
Peckham Co., O. T., Grand Rapids, Mich.
Peterlein, C. E., 344 Commerce Ave., Grand Rapids, Mich.

BICYCLE HOLDERS

Three-in-One Oil Co., 42 Broadway, New York.

BICYCLE REPAIR HANGER

A. & J. Mfg. Co., 559 W. Lake St., Chicago, Ill.
GREAT WESTERN MFG. CO., La Porte, Ind.
STEVENS & CO., 375 Broadway, New York.

BOWDEN CABLE

Bretz Co., J. S., 250 West 54th St., New York.

BRACES

JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Wilson Novelty Works, L., Chicago, Ill.

BRACKETS—TANK

Clark Mfg. Co., W. F., 3550 W. 23rd St., Chicago.
Oberwegner Motor Co., 813 Jefferson Ave., Toledo, O.

BRAKE LINING

American Asbestos Co., Norristown, Pa.
Asbestos & Rubber Works of New Jersey, 11th and Linden Sts., Camden, N. J.
Axwell Equipment Co., 421 Wood St., Pittsburgh.
Carey Co., Philip, Lockland, Cincinnati, O.
Cork Insert Co., 164 Federal St., Boston, Mass.
Essex Rubber Co., May and Beakes St., Trenton, N. J.
Horton Mfg. Co., F. L., 36 Whittier St., Boston, Mass.
New York Leather Belting Co., 51 Beekman St., New York, N. Y.
Royal Equipment Co., Bridgeport, Conn.
Russell Mfg. Co., Middletown, Conn.
Staybestos Mfg. Co., Germantown, Philadelphia.
Woven Steel Hose & Rubber Co., Trenton, N. J.

BRAZING OUTFITS

A. & J. Mfg. Co., 559 W. Lake St., Chicago, Ill.
Hauck Mfg. Co., 140 Livingston St., Brooklyn, N. Y.

CARBON REMOVER

Krombs & Co., 173 No. Green St., Chicago, Ill.
Progressive Mfg. Co., Reading, Pa.
Worko Co., 127 Oak St., Racine, Wis.

CARBURETTERS

Air-Friction Carburetor Co., Dayton, O.
Breeze, Geo. A., 621 Bellevue Ave., Detroit, Mich.
Breeze Carburetor Co., Newark, N. J.
Byrne, Kingston & Co., Kokomo, Ind.
Camden Anchor-Rockland Mach. Co., Camden, Me.
Detroit Lubricator Co., Detroit, Mich.
Funke Co., Inc., Herbert F. L., 116 Broad St., New York, N. Y.
G. & A. Carburetor Co., 450 Sixth Ave., New York, N. Y.
Gardner Carburetor & Brass Wks., Shreveport, La.
Gleason-Peters Air Pump Co., 255 Classon Ave., Brooklyn, N. Y.
Heitger Carburetor Co., Indianapolis, Ind.
Holley Bros. Co., 131 Rowena St., Detroit, Mich.
Holtzer-Cabot Electric Co., Brookline, Mass.
J.-B. Carburetor Co., 1844 So. Main St., Los Angeles, Cal.
K.-C.-B. Co., 707 Woodward Ave., Detroit, Mich.
Longuemare Carburetor Co., 246 W. 59th St., New York, N. Y.
Master Carburetor Corp., 944 Woodward Ave., Detroit, Mich.
National Accessory Co., Salem Depot, N. H.
North Chicago Machine Co., No. Chicago, Ill.
Senrab Carburetor Co., Inc., Sea Cliff, L. I.
Shakespeare Jr. Co., Wm., Kalamazoo, Mich.
Shain, Chas. D., Station I., Brooklyn, N. Y.
Siro Carburetor Mfg. Co., 122 Pleasant St., Northampton, Mass.
Wheeler & Schebler, Indianapolis, Ind.
Zenith Carburetor Co., Detroit, Mich.

CARRIERS—BICYCLE

Andrews Wire & Iron Works, Rockford, Ill.
Atlas Specialty Mfg. Co., 219 No. Michigan Ave., Chicago, Ill.
CYCLE MFG. & SUPPLY CO., Chicago, Ill.
Des Moines Mfg. Co., Des Moines, Ia.
DOW WIRE & IRON WORKS, Louisville, Ky.
Edwards & Crist Mfg. Co., The, Chicago, Ill.
EXCELSIOR CYCLE CO., 166 N. Sangamon St., Chicago, Ill.
Hall Cycle & Mfg. Co., The A. J., 3732 West 25th St., Cleveland, O.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
JONES & NOYES, 153 Austin St., Chicago, Ill.
NEW YORK SPORTING GOODS CO., 15 Warren St., New York.
Reed Company, Inc., Mayfield, Cal.
Wald Mfg. Co., Sheboygan, Wis.

CASTINGS

Manufacturers Foundry Co., Waterbury, Conn.
Racine Foundry Co., Racine, Wis.

CEMENTS

Benoit, Constant A., Brooklyn, N. Y.
Goodrich Co., B. F., Akron, O.
GOODYEAR TIRE & RUBBER CO., Akron, O.
Low Rubber Specialty Co., Denver, Colo.
M. & M. Mfg. Co., The, Akron, O.
National Rubber Co., 4414 Papin St., St. Louis.
National Cement & Rubber Co., 800 S. St. Clair St., Toledo, O.
Tingley & Co., C. O., Rahway, N. J.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. Y.
VAN CLEEF BROS., Chicago, Ill.

CHAINS

Baldwin Chain & Mfg. Co., 199 Chandler St., Worcester, Mass.
Culver Taylor Chain Co., 140 Madison Ave., Detroit, Mich.
DIAMOND CHAIN & MFG. CO., Indianapolis, Ind.
DUCKWORTH CHAIN & MFG. CO., 41 Mill St., Springfield, Mass.
Frasse Co., Peter A., 417 Canal St., New York.
Funke Co., Herbert F. L., 110 Broad St., New York, N. Y.
MORSE CHAIN CO., Ithaca, N. Y.
Whitney Mfg. Co., Hartford, Conn.

CHAIN GUARDS

International Stamping Co., 1852 West Austin Ave., Chicago, Ill.
Rastetter & Sons, Louis, Fort Wayne, Ind.

CHAIN TOOL

Bean Co., The, Berea, O.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
STEVENS & CO., 375 Broadway, New York.

CLOTHING

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Automobile Apparel Co., Portchester, N. Y.
Bird, Jones & Kenyon, Utica, N. Y.
Blauvelt Knitting Co., 280 Plane St., Newark, N. J.

Cook & Bros., E. C., 1301 Carroll Ave., Chicago.
Ellsworth & Thayer Mfg. Co., 336 Broadway, Milwaukee, Wis.
Enck & Keys Mfg. Co., Ashland, O.
Gem Shirt Co., The, Fifth St., West, Dayton, O.
Hall & Co., R. S., Versailles, O.
Hill Mfg. Co., Richard F., 219 High St., Newark, N. J.
Kraft Knitting Co., 148 E. Exchange St., Akron, O.
Lamm Bros., 341 No. Gay St., Baltimore, Md.
Loewenburg & Co., 58 Golden St., Newark, N. J.
Motorcycle Equipment Co., Hammondsport, N. Y.
Nathan Novelty Co., 88 Reade St., New York.
Rosenwald & Weil, 508 So. Franklin St., Chicago, Ill.
Rubin, Marcus, Chicago, Ill.
Star Storm Front Co., Troy, O.

COASTER BRAKES

BUFFALO METAL GOODS CO., Buffalo, N. Y
CORBIN SCREW CORPORATION, New Britain, Conn.
ECLIPSE MACHINE CO., Elmira, N. Y.
MIAMI CYCLE & MFG. CO., Middletown, O.
NEW DEPARTURE MFG. CO., Bristol, Conn.

COILS

BOSCH MAGNETO CO., 223 W. 46th St., New York, N. Y.
Knoblock-Heideman Mfg. Co., South Bend, Ind.
Kokomo Electric Co., Kokomo, Ind.
Lemke Electric Co., 280 Lake St., Milwaukee, Wis.
Pfansteihl Electrical Laboratory, North Chicago.
Pittsfield Spark Coil Co., Dalton, Mass.
SPLITDORF ELECTRICAL CO., 98 Warren St., Newark, N. J.

COMMERCIAL VANS

Davis Side Car Co., P. M., 6724 Yale Ave., Chicago, Ill.
HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis.
Majestic Mfg. Co., Worcester, Mass.
READING STANDARD CO., Reading, Pa.
Shapiro-Michaelson Motor Co., Minneapolis, Minn.

COMMERCIAL VANS—BICYCLE

Simplex Machine Co., Brooklyn, N. Y.

CRANK HANGERS

A. & J. Mfg. Co., Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
GREAT WESTERN MFG. CO., La Porte, Ind.
STEVENS & CO., 373 Broadway, New York.

CYCLOMETERS

NEW DEPARTURE MFG. CO., Bristol, Conn
Veeder Mfg. Co., The, 60 Sargeant St., Hartford Conn.

CYLINDERS

Ferro Machine & Foundry Co., Cleveland, O.
Manufacturers Foundry Co., Waterbury, Conn.
Racine Foundry Co., Racine, Wis.
Wisconsin Cylinder Foundry Co., Racine, Wis.

DELIVERY VANS—MOTORCYCLE

Flxible Side Car Co., Londonville, O.
HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis.
HENDEE MFG. CO., Springfield, Mass.
READING STANDARD CO., Reading, Pa.
Rogers Mfg. Co., 326 W. Madison St., Chicago.

DROP FORGINGS

CONSOLIDATED MFG. CO., 1730 Fernwood Ave., Toledo, O.
Williams & Co., J. H., Brooklyn, N. Y.

ELECTRIC LIGHTING SYSTEMS

BOSCH MAGNETO CO., 223 W. 46th St., New York, N. Y.
Bumiller Co., The Herman, Cincinnati, O.
HAWTHORNE MFG. CO., INC., 32 Spruce St., Bridgeport, Conn.
Hughes, Wessling Co., 4642 Ravenswood Ave., Chicago, Ill.
Jenkins & Co., Des Moines, Ia.
Kendall Co., M. S., 1203 Majestic Bldg., Detroit, Mich.
Marburg Bros., 1790 Broadway, New York, N. Y.
Maxivolt Primary Battery Co., 200 Fifth Ave., New York, N. Y.
New Lite Mfg. Co., 1200 New Lite Bldg., Newton, Iowa.
Remy Electric Co., Anderson, Ind.
REX BATTERY CO., 2505 S. State St., Chicago, Ill.
SPLITDORF ELECTRICAL CO., 98 Warren St., Newark, N. J.
Vesta Accumulator Co., 2100 Indiana Ave., Chicago, Ill.
Ward Leonard Electric Co., Bronxville, N. Y.

ENAMELS

Adams & Elting Co., 716 Washington Blvd., Chicago, Ill.
Arnstein, Inc., Eugene, 4611 Wentworth Ave., Chicago, Ill.
Benoit, Constant, Station O., Brooklyn, N. Y.
National Cement & Rubber Co., 800 So. St. Clair St., Toledo, O.
VAN CLEEF BROS., 7707 Woodlawn Ave., Chicago, Ill.

FIRE APPARATUS

DAVIS SEWING MACHINE CO., Dayton, O.

FIRE EXTINGUISHERS

Pyrene Manufacturing Co., 1358 Broadway, New York, N. Y.

FLYWHEELS

Ferro Machine & Foundry Co., Cleveland, O.

FOOT RESTS

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Des Moines Mfg. Co., Des Moines, Ia.
E. & C. Mfg. Co., 1716 Ludlow Ave., Philadelphia, Pa.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
FENTRESS-NEWTON MFG. CO., 255 Lafayette Blvd., Detroit, Mich.
Motorcycle Equipment Co., Hammondsport, N. Y.
Randall Mfg. Co., Baltimore, Md.
Stauber Hardware Co., L., 3911 Lincoln Ave., Chicago, Ill.
STEVENS & CO., 375 Broadway, New York.
Stoll Mfg. Co., 33rd and Walnut Sts., Denver, Colo.
Svensgaard Sales Corporation, Harry, 473 Woodward Ave., Detroit, Mich.

FREE ENGINE PULLEYS

ECLIPSE MACHINE CO., Elmira, N. Y.

GARAGES

KELM & BURBACH, 387 3rd St., Milwaukee, Wis.

GAS

PREST-O-LITE CO., Indianapolis, Ind.
Searchlight Co., 910 So. Michigan Blvd., Chicago.
Tank-O-Gas Co., Portland, Me.

GAS FUEL SAVERS

Ariston Co., The., 250-8 W. 54th St., New York.
Fulton-McCutchan Co., 1146 Michigan Ave., Chicago, Ill.
Gilson Motor Starting Co., Indianapolis, Ind
Hill Stage Co., Anderson, Ind.
Lydon Mfg. Co., Chicago, Ill.
Moller Bros. Controller & Economizer Co., 700 Betz Bldg., Philadelphia, Pa.
Motorcycle Filter Mfg. Co., 2408 E. 38th St., Kansas City, Mo.
Motorcycle Specialty Sales Co., 914 S. Main St., Los Angeles, Cal.
Parisian Novelty Co., Chicago, Ill.
Safety Automobile Works, 107 East 7th St., Los Angeles, Cal.
Svensgaard Sales Corporation, Harry, 471 Woodward Ave., Detroit, Mich.

GAS LIGHTING SYSTEM

PREST-O-LITE CO., INC., Indianapolis, Ind.

GAS TIPS AND BURNERS

American Lava Co., Chattanooga, Tenn.

GASOLENE STRAINERS

Breeze Carburetor Co., 250 South St., Newark, N. J.
G. & A. Carburetor Co., 450 Sixth Ave., New York, N. Y.

GAUGES

Nelson Mfg. Co., A., 564 W. Randolph St., Chicago, Ill.
Buck Sales Co., 211 N. 12th St., St. Louis, Mo.
TWITCHELL GAUGE CO., THE, 1205 Michigan Ave., Chicago, Ill.
Weiss Mfg. Co., Torrington, Conn.

GLOVES

Gloversville Auto-Glove Co., Gloversville, N. Y.
La Crosse Knitting Co., La Crosse, Wis.
Morrison-Ricker Co., Grinnell, Ia.
Motorcycle Equipment Co., Hammondsport, N. Y.
Syracuse & Elbridge Glove & Mitten Co., Syracuse, N. Y.
Walrath Glove Co., Gloversville, N. Y.

GOGGLES

American Spectacle Co., 1328 Broadway, New York, N. Y.
CHICAGO EYE SHIELD CO., 128 So. Clinton St., Chicago, Ill.
George & Whyte Co., 546 Gilfillan Bldg., St. Paul, Minn.
Hardy & Co., F. A., Chicago, Ill.
New Era Optical Co., 337 W. Madison St., Chicago, Ill.
Wilson Co., Inc., T. A., Reading, Pa.

GREASE

Platt & Washburn Refining Co., 11 Broadway, New York, N. Y.

HAND WINDSHIELDS

American Auto Top Mfg. Co., 1451 Washington Blvd., Chicago, Ill.
Nathan Novelty Mfg. Co., 88 Reade St., New York, N. Y.

HANDLE BARS

Chicago Handle Bar Co., Shelby, O.
Chilson & Graham, Fayetteville, N. Y.
CONSOLIDATED MFG. CO., Toledo, O.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
KELLY HANDLE BAR CO., Cleveland, O.
MIAMI CYCLE & MFG. CO., Middletown, O.

HANDLE BAR WATCH CASE

Adams & Co., Henry T., 6823 So. Chicago Ave., Chicago, Ill.
Swenson, B. A., 522 Broad St., Providence, R. I.

HORNS

Angsten-Koch Co., 215 Englewood Ave., Chicago.
Automobile Supply Mfg. Co., 220 Taaffe Place, Brooklyn, N. Y.
Barco Brass & Joint Co., Chicago, Ill.
Benjamin Elec. Mfg. Co., 120 S. Sangamon St., Chicago, Ill.
Culmer Engineering Co., 6 Church St., New York, N. Y.
Fitzgerald Mfg. Co., Torrington, Conn.
Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
Inter-State Machine Co., Rochester, N. Y.
Johns-Manville Co., H. W., 41st St. and Madison Ave., New York, N. Y.
Lamb Mfg. Co., Winsted, Conn.
Lovell-McConnell Mfg. Co., Newark, N. J.
Motor Car Equipment Co., 55 Warren St., New York, N. Y.
Nonpareil Horn Mfg. Co., 75 Wooster St., New York, N. Y.
Overholt Co., The, Galesburg, Ill.
Randall Faichney Co., Boston, Mass.
Riley-Klotz Mfg. Co., 17 Mulberry St., Newark, N. J.
Schwärze Electric Co., Adrian, Mich.
SEISS MFG. CO., 431 Dorr St., Toledo, O.
Sireno Co., Inc., 20 Rose St., New York.
Sparks-Withington Co., Jackson, Mich.
STEVENS & CO., 375 Broadway, New York.
Standard Metal Mfg. Co., Newark, N. J.
Stewart-Warner Speedometer Corp., Chicago, Ill.
Talking Horn Co., Inc., 203 North St., Middletown, N. Y.

HORNS—ELECTRIC

Adams Bagnall Elec. Co., Cleveland, O.
American Electric Co., Chicago, Ill.
Dean Auto Devices Co., 120 S. Sangamon St., Chicago, Ill.
Garford Mfg. Co., 3602 Olive St., Elyria, O.
Inter-State Machine Co., Rochester, N. Y.
Nonpareil Horn Mfg. Co., 75 Wooster St., New York, N. Y.
Premier Electric Co., 4032 Ravenswood Ave., Chicago, Ill.
Riley-Klotz Mfg. Co., 17 Mulberry St., Newark, N. J.
Sparks-Withington Co., Jackson, Mich.
Standard Specialty Co., Worcester, Mass.
Typhoon Signal Co., Typhoon, Ill.

HORNS—EXHAUST

Barco Brass & Joint Co., Chicago, Ill.
Fulton Co., The, 726 National Ave., Milwaukee, Wis.
Garage Equipment Mfg. Co., Milwaukee, Wis.
Purdy Bros., Chicago, Ill.
Riley-Klotz Mfg. Co., 17 Mulberry St., Newark, N. J.

HORN BULBS

Goodrich Co., B. F., Akron, O.

HUBS—BICYCLE AND MOTORCYCLE

CORBIN SCREW CORPORATION, New Britain, Conn.
ECLIPSE MACHINE CO., Elmira, N. Y.
Harris & Reed Mfg. Co., 1500 W. 15th St., Chicago, Ill.
NEW DEPARTURE MFG. CO., Bristol, Conn.

LAMPS—BICYCLE AND MOTORCYCLE

B. & L. Auto Lamp Co., 507 W. 35th St., New York, N. Y.
BADGER BRASS MFG. CO., Kenosha, Wis.
Boesch Lamp Co., 1135 Mission St., San Francisco, Cal.
Bridgeport Brass Co., Bridgeport, Conn.
Campbell Co., A. S., 284 Commercial St., Boston, Mass.
Chicago Auto Lamp Works, 900 W. Lake St., Chicago, Ill.
Chicago Cycle Supply Co., Chicago, Ill.
Columbus Auto Brass Co., 767 No. 4th St., Columbus, O.
Cowles & Co., C., New Haven, Conn.
De Veer, H. W., Roslindale, Mass.
Doepper Mfg. Co., A. N., 585 16th St., Milwaukee, Wis.
Dressel Railway Lamp Works, 3860 Park Ave., New York, N. Y.
Esterline Co., 227 E. South St., Indianapolis, Ind.
Fidelity Brass Mfg. Co., 730-38 W. Monroe St., Chicago, Ill.
Guide Motor Lamp Mfg. Co., 11400 W. Madison Ave., Cleveland, O.
Hall Lamp Co., M., Hancock Ave. and Rivard St., Detroit, Mich.
HAWTHORNE MFG. CO., Bridgeport, Conn.
Hine-Watt Mfg. Co., Chicago, Ill.
Hirsch Electric Mine Lamp Co., Philadelphia, Pa.
Hofacker Mfg. Co., 555 W. 42nd St., New York.
Housel Mfg. Co., East Rochester, N. Y.
Indiana Lamp Co., Connersville, Ind.
Interstate Electric Novelty Co., 29 Park Place, New York, N. Y.
Jenkins & Co., Des Moines, Ia.
Kendall Co., M. S., Majestic Bldg., Detroit, Mich.
Motor Car Equipment Co., 55 Warren St., New York, N. Y.
National Reflector Co., Clarksburg, W. Va.
Noonan Tool & Machine Works, A. S., Rome, N. Y.
Pathfinder Lamp Co., 149 North 4th St., Columbus, O.
REX BATTERY CO., Chicago, Ill.
Rose Mfg. Co., 933 Arch St., Philadelphia, Pa.
Rosen & Co., A. W., 610 Broadway, New York.
Rushmore Dynamo Works (of Bosch Magneto Co.), Plainfield, N. J.

Saufley Supply Co., Kansas City, Mo.
Scheffey, A. M., 39 Cortlandt St., New York
SEISS MFG. CO., 437 Dorr St., Toledo, O.
Silvey Electric Co., 10 So. Canal St., Dayton, O.
Sprague Brace Mfg. Co., 62 Jefferson Ave., E., Detroit, Mich.
20th Century Mfg. Co., 420-22 Ogden St., Newark, N. J.
Victor Auto Parts Co., Cincinnati, O.
Ye Motor Shop, Connersville, Ind.
Zinke Co., 1322 Michigan Ave., Chicago, Ill.

LAMPS—INCANDESCENT BULBS

EDISON LAMP WORKS (of General Electric Co.), Harrison, N. J.

LAMP BRACKETS

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
BEVIN BROS. MFG. CO., East Hampton, Conn.
Clark Mfg. Co., W. F., 3550 W. 23rd St., Chicago.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
FENTRESS-NEWTON MFG. CO., Detroit, Mich.
Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
HAWTHORNE MFG. CO., 32 Spruce St., Bridgeport, Conn.
Oberwegner Motor Co., 813 Jefferson Ave., Toledo, O.
Peters, Herman L., 330 Pearl St., Buffalo, N. Y.
Peterson Bros., 1507 No. Keystone Ave., Chicago.
REX BATTERY CO., 2505 So. State St., Chicago, Ill.
Shipp, Watt, Salem, Ore.
STEVENS & CO., 375 Broadway, New York,
Wald Mfg. Co., Sheboygan, Wis.

LAMP DIMMERS

Ward Leonard Electric Co., Bronxville, N. Y.

LEGGINS

Atlas Specialty Co., Chicago, Ill.
Aurora Uniform Co., Aurora, Ill.
Cook & Brother, E. C., 1301 Carroll Ave., Chicago, Ill.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
Hagerstown Legging Co., Hagerstown, Md.
Loewenburg & Co., Newark, N. J.
Nathan Novelty Mfg. Co., 86 Reade St., New York, N. Y.
Reveille Legging Co., Leavenworth, Kan.
Syracuse & Elbridge Glove & Mitten Co., Syracuse, N. Y.

LOCKS

Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Myers Specialty Mfg. Co., Inc., 405 W. Main Cross St., Findlay, O.
Miller Keyless Lock Co., The J. B., Kent, O.
Peters, Herman L., 328 Pearl St., Buffalo, N. Y.
Sabo Motorcycle Co., 3110 West 25th St., Cleveland, O.
Waterbury Hardware Co., 414 Broadway, New York, N. Y.

LUBRICANTS

Chester Graphite Co., Chester Springs, Pa.
Dixon Crucible Co., Jos., Jersey City, N. J.
International Acheson Graphite Co., Niagara Falls, N. Y.
Jenkins & Co., Des Moines, Ia.
NEW DEPARTURE MFG. CO., Bristol, Conn.
United States Graphite Co., Saginaw, Mich.

LUGGAGE CARRIERS

Aera Mfg. Co., 410 Siegel St., Chicago, Ill.
Angsten-Koch Co., Englewood Ave., Chicago, Ill.
Atlas Specialty Mfg. Co., 557 W. Jackson Blvd., Chicago, Ill.
DOW IRON & WIRE WORKS, Louisville, Ky.
E. & C. Mfg. Co., 1716 Ludlow St., Philadelphia.
Ero Mfg. Co., Chicago, Ill.
Excelsior General Supplies Co., Chicago, Ill.
FENTRESS-NEWTON CO., Detroit, Mich.
Hall Cycle & Mfg. Co., A. J., 3732 W. 25th St., Cleveland, O.
International Stamping Co., 1852 W. Austin Ave., Chicago, Ill.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Jenkins & Co., Des Moines, Ia.
Kellogg, Stanley T., 617 State St., Bridgeport, Conn.
Kittle Mfg. Co., Los Angeles, Cal.
Majestic Mfg. Co., Worcester, Mass.
Motorcycle Accessories Co., 321 Cedar St., St. Paul, Minn.
Myers Specialty Mfg. Co., Findlay, O.
NEW YORK SPORTING GOODS CO., 15-17 Warren St., New York, N. Y.
Perfection Side Seat Co., 327 Bleecker St., Utica, N. Y.
Star Electric Co., 18 N. May St., Chicago, Ill.
Sterling Motor Co., 705 Center St., Brockton, Mass.
Stoll Mfg. Co., 3254 Walnut St., Denver, Colo.
Trio Equipment Co., Cleveland, O.

MAGNETOS

BOSCH MAGNETO CO., 223 West 46th St., New York, N. Y.
Bretz & Co., J. S., 250 West 54th St., New York, N. Y.
Elkhart Manufacturing Co., Monroe, Mich.
Ericsson Mfg. Co., Buffalo, N. Y.
Heinze Elec. Co., Lowell, Mass.
Herz & Co., 245 W. 55th St., New York, N. Y.
Kokomo Electric Co., Kokomo, Ind.
Marburg Bros., Inc., 1790 Broadway, New York.
SPLITDORF ELECTRICAL CO., 98 Warren St., Newark, N. J.
Sumter Electrical Co., Sumter, S. C.

MAGNETO COVERS

MESINGER MFG. CO., H. & F., Austin Place and 144th St., New York, N. Y.
Nathan Novelty Mfg. Co., 88 Reade St., New York, N. Y.

MANUFACTURERS' AGENTS

COFFMAN, A. B., Toledo, O.
HARRIS HARDWARE CO., D. P., 48 Warren St., New York, N. Y.
ROBERTS, H. T., 416 W. Grand Ave., Chicago.

MAPS

AUTOMOBILE BLUE BOOK CO., 241 W. 39th St., New York, N. Y.

MIRRORS—REAR SIGHT

Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
Majestic Mfg. Co., 54 Commercial St., Worcester, Mass.
Novelty Mfg. Co., Maple St., Waterbury, Conn.

MOTORS

North Chicago Machine Co., Chicago, Ill.
Racine Foundry Co., Racine, Wis.
Shaw Mfg. Co., Galesburg, Kan.
Spacke Machine Co., F. W., Indianapolis, Ind.
Universal Machinery Co., 1913 St. Paul Ave., Milwaukee, Wis.

MOTOR ATTACHMENTS

Shaw Mfg. Co., Galesburg, Kan.

MOTORCYCLES

Acme Brass Works, 1427 Carroll Ave., Chicago.
Arrow Motor Co., California Ave. and 19th St., Chicago, Ill.
AURORA AUTOMATIC MACHINERY CO., 1307 Michigan Ave., Chicago, Ill.,
Chicago Motorcycle Works, 732 Sheridan, Chicago, Ill.
CONSOLIDATED MFG. CO., Toledo, O.
DAVIS SEWING MACHINE CO., Dayton, O.
EMBLEM MFG. CO., Angola, N. Y.
EXCELSIOR CYCLE CO., Chicago, Ill.
Excelsior Motor Mfg. & Supply Co., Chicago, Ill.
FEILBACH MOTOR CO., Milwaukee, Wis.
Gerhart Motorcycle Co., Harrisburg, Pa.
HARLEY-DAVIDSON MOTOR CO., 317 37th St., Milwaukee, Wis.
HENDEE MFG. CO., Springfield, Mass.
HENDERSON MOTORCYCLE CO., Detroit, Mich.
JOHNSON'S ARMS & CYCLE WKS., IVER, Fitchburg, Mass.
Joerns Motor Mfg. Co., 2237 Hampden Ave., St. Paul, Minn.
MIAMI CYCLE & MFG. CO., Middletown, O.
Morse-Beauregard Mfg. Co., 311 Majestic Bldg., Detroit, Mich.
Motor Products Co., 762 Woodward Ave., Detroit, Mich.
Pope Mfg. Co., Westfield, Mass.
READING STANDARD CO., Reading, Pa.
Schickel Motor Co., Stamford, Conn.
Shapiro-Michaelson Motor Co., Minneapolis, Minn.
Shaw Mfg. Co., Galesburg, Kan.
Sterling Motor Co., Brockton, Mass.
Waverly Mfg. Co., Jefferson, Wis.

MOTORCYCLE CLUTCHES

ECLIPSE MACHINE CO., Elmira, N. Y.

MOTORCYCLE CUSHIONS

American Auto Top Mfg. Co., 1451 Washington Blvd., Chicago, Ill.
Egelberg, George, 144 So. 6th St., La Crosse, Wis.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
Katzman Co., Wm., 1174 E. 63rd St., Chicago.
Svensgaard Sales Corporation, Harry, 471 Woodward Ave., Detroit, Mich.

MOTORCYCLE GAS TANKS

PREST-O-LITE CO., Indianapolis, Ind.
Searchlight Co., Chicago, Ill.
Tank O'Gas Co., Portland, Me.

MOTORCYCLE GRIPS

Continental Rubber Works, Erie, Pa.
Diamond Rubber Co., Akron, O.
Empire Tire Co., Trenton, N. J.
Ero Mfg. Co., Chicago, Ill.
FEDERAL RUBBER MFG. CO., Milwaukee.
FISK RUBBER CO., Chicopee Falls, Mass.
Goodrich Co., B. F., Akron, O.
GOODYEAR TIRE & RUBBER CO., Akron, O.
Saufley Supply Co., Kansas City, Mo.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. L.

MOTORCYCLE PULLEYS

PERSONS MFG. CO., Worcester, Mass.

MOTORCYCLE TWO-SPEED DEVICES

CONSOLIDATED MFG. CO., 1730 Fernwood Ave., Toledo, O.
ECLIPSE MACHINE CO., Elmira, N. Y.

MUD GUARDS

BEVIN BROS. MFG. CO., East Hampton, Conn.
Empire Specialty Co., Cleveland, O.
International Stamping Co., 1852-58 Austin Ave., Chicago, Ill.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
K. & C. Mfg. Co., Henniker, N. H
MOTT WHEEL WORKS, Utica, N. Y.
Rastetter & Sons, Louis, Fort Wayne, Ind.
Standard Welding Co., Cleveland, O.
Wald Mfg. Co., Sheboygan, Wis.
Wilson Novelty Works, L., So. Clinton and Quincy Sts., Chicago, Ill.

MUD GUARD SPLASHERS

PERSONS MFG. CO., Worcester, Mass.

MUFFLERS

Aermore Mfg. Co., 962 Insurance Exc. Bldg., Chicago, Ill.

NIPPLES

National Screw & Tack Co., Stanton Ave and East 75th St., Cleveland, O.
STANDARD CO., Torrington, Conn.
STEVENS & CO., 375 Broadway, New York.
Tiley Pratt Co., Essex, Conn.

OIL GUN

Randall Faichney Co., Jamaica Plain, Boston, Mass.

OILERS

Noera Mfg. Co., Waterbury, Conn.

PARTS AND FITTINGS—BICYCLE AND MOTORCYCLE

American Bronze Co., Lancaster Ave., Berwyn, Pa.
Auto Specialty Co., 2nd Ave., New Haven, Conn.
Crosby Co., The, Buffalo, N. Y.
ECLIPSE MACHINE CO., Elmira, N. Y
GREAT WESTERN MFG. CO., La Porte, Ind.
HAWTHORNE MFG. CO., 32 Spruce St., Bridgeport, Conn.
Hydraulic Pressed Steel Co., Cleveland, O.
Motorcycle Accessories Co., 321 Cedar St., St. Paul, Minn.
MOTT WHEEL WORKS, Utica, N. Y.
Nelson Mfg. Co., A., Chicago, Ill.
Parish & Bingham Co., Cleveland, O.
Progressive Mfg. Co., Torrington, Conn.
SMITH CO., A. O., P. O. Box 87, Milwaukee, Wis.
Standard Welding Co., Cleveland, O.
STEVENS & CO., 375 Broadway, New York.

PEDALS

DAVIS SEWING MACHINE CO., Dayton, O.
STANDARD CO., Torrington, Conn.
STEVENS & CO., 375 Broadway, New York.

PENNANTS

American Pennant Co., 69 Greene St., New York.
Chicago Flag & Decorating Co., 1345 S. Wabash Ave., Chicago, Ill.
Spiegel Art Co., Brooklyn, N. Y.

PENNANT HOLDER

Cornish, L. H., 335 Fairfield Ave., Stamford, Conn.
HAWTHORNE MFG. CO., Bridgeport, Conn.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Swenson, B. A., 522 Broad St., Providence, R. I.

PISTONS

Ferro Machine & Foundry Co., Cleveland, O.
Oberwegner Motor Co., 813 Jefferson Ave., Toledo, O.
Racine Foundry Co., Racine, Wis.

PISTON RINGS

Burd, R. L., 814 So. Main St., Rockford, Ill.
Ferro Machine & Foundry Co., Cleveland, O.
McQuay-Norris Mfg. Co., 2808 Locust St., St. Louis, Mo.
Oberwegner Motor Co., 813 efferson Ave., Toledo, O.
Peerless Piston Ring Co., 93 Lafayette St., Newark, N. J.
Racine Foundry Co., Racine, Wis.

POLISH

Adams & Elting Co., 716 Washington Blvd., Chicago, Ill.
International Metal Polish Co., Quill and Naomi Sts., Indianapolis, Ind.

PULLEY TAPE

Kraft Knitting Co., Akron, O.

PUMPS—BICYCLE AND MOTORCYCLE

Bridgeport Brass Co., Bridgeport, Conn.
Codman & Shurtleff, 120 Boylston St., Boston, Mass.
Coe-Stapley Mfg. Co., 30 Church St., New York.
Funke Co., Inc., Herbert F. L., 116 Broad St., New York, N. Y.
Green & Swett Co., 737 Boylston St., Boston, Mass.
JONES & NOYES, 153 W. Austin Ave., Chicago.
Kokomo Electric Co., Kokomo, Ind.
Livermore, Homer F., 85 Pearl St., Boston, Mass.
Noera Mfg. Co., Waterbury, Conn.
STEVENS & CO., 375 Broadway, New York.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. Y.

PUNCTURE PROOF COMPOUNDS

BUFFALO SPECIALTY CO., Buffalo, N. Y.

REPAIR PEDALS

Adams & Co., Henry T., 6823 So. Chicago Ave., Chicago, Ill.

RIM PARA SHELLAC

Benoit, Constant, P. O., Station O, Brooklyn, N. Y.

RIMS—STEEL

MOTT WHEEL WORKS, Utica, N. Y.
Standard Welding Co., Cleveland, O.
Universal Welding Co., St. Anne, Ind.

RIMS—WOOD

AMERICAN WOOD RIM CO., Onaway, Mich.
K. & C. Mfg. Co., Henniker, N. H
Rastetter & Sons, Louis, Ft. Wayne, Ind.
Tucker Woodwork Co., Sidney, O.

ROAD GUIDES

AUTOMOBILE BLUE BOOK CO., 241 West 39th St., New York, N. Y.

ROLLER SADDLE ATTACHMENT

Roller Saddle Attachment Co., 138 Pembroke St., Boston, Mass.

SADDLES

Funke Co., Inc., Herbert F. L., 116 Broad St., New York, N. Y.
MESINGER MFG. CO., H. & F., Austin Place and 144th St., New York, N. Y.
PERSONS MFG. CO., Worcester, Mass.
Reading Saddle & Mfg. Co., Reading, Pa.
Stoll Mfg. Co., 3254 Walnut St., Denver, Colo.
Superior Metal Products Co., Elyria, O.
Troxel Mfg. Co., Elyria, O.
Wolverine Leather Goods Co., 61 Jefferson Ave., Detroit, Mich.

SCREW PLATES

Butterfield & Co., Inc., Derby Line, Vt.
Mossberg Co., Frank, Attleboro, Mass.
STEVENS & CO., 373 Broadway, New York.

SEAT POSTS

Chicago Handle Bar Co., 47 South St., Shelby, O.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Standard Welding Co., Cleveland, O.

SEPARATORS

Standard Thermometer Co., 65 Shirley St., Boston, Mass.

SHOCK ABSORBERS

CONSOLIDATED MFG. CO., 1730 Fernwood Ave., Toledo, O.
Perfection Mfg. Co., Los Angeles, Cal.

SIDE CARS

Autocrat Mfg. Co., 1443 Niagara St., Buffalo, N. Y.
BAXTER MFG. CO., 90 Freeport St., Dorchester, Mass.
Davis Side Car Co., P. M., 6724 Yale Ave., Chicago, Ill.
Dunham Side Car Co., Aurora, Ill.
Flxible Side Car Co., Mansfield, O.
Hall Cycle & Mfg. Co., A. J., 3732 West 25th St., Cleveland, O.
HARLEY-DAVIDSON MOTOR CO., Milwaukee, Wis.
HENDEE MFG. CO., Springfield, Mass.
Kittle, J. R., 1213 San Pedro St., Los Angeles, Cal.
Majestic Mfg. Co., Worcester, Mass.
ROGERS MFG. CO., West Madison St., Chicago.
Superior Mfg. Co., 1349 So. Main St., Los Angeles, Cal.
Svensgaard Sales Corp., Harry, 471 Woodward Ave., Detroit, Mich.

SIDE SEATS

Bowen Bros., Utica, N. Y.
Chilson & Graham, Fayetteville, N. Y.
HAVERFORD CYCLE CO., Philadelphia, Pa.
Perfection Side Seat Co., Utica, N. Y.

SKIRT GUARDS

American Auto Top Mfg. Co., 1451 Washington Blvd., Chicago, Ill.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
Svensgaard Sales Corp., Harry, 471 Woodward Ave., Detroit, Mich.

SOLDERING FURNACES

Hauck Mfg. Co., 140 Livingston St., Brooklyn, N. Y.

SPARK PLUGS

Albright Ignition Co., Columbus, Ga.
American Coil Co., Foxboro, Mass.
Axwell Equipment Co., 421 Wood St., Pittsburgh, Pa.
Benford Mfg. Co., Mount Vernon, N. Y.
Benton Co., L. F., Vergennes, Vt.
Best Ignition Co., 1468 Commonwealth Ave., New York.
Bigsby-Rotary Mfg. Co., 7500 Quincy Ave., Cleveland, O.
BOSCH MAGNETO CO., 223 West 46th St., New York, N. Y.
Champion Ignition Co., Flint, Mich.
Champion Spark Plug Co., Toledo, O.
Day, Geo. E., 21 Haverhill St., Boston, Mass.
Dow Mfg. Co., 131 Adams St., Braintree, Mass.
Duplex Multi-Spark Plug Co., Devils Lake, N. D.
Eclipse Manufacturing Co., 502 Meridian Life Bldg., Indianapolis, Ind.
Grossman Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
Hampshire Mfg. Co., Hatfield, Mass.
Hartford Machine Screw Co., 476 Capitol Ave., Hartford, Conn.
Herz & Co., 295 Lafayette St., New York, N. Y.
Johns-Manville Co., H. W., Madison Ave. and 41st St., New York, N. Y.
Ideal Switch Co., Plainville, Conn.
Kokomo Electric Co., Kokomo, Ind.
Lemke Electric Co., 280 Lake St., Milwaukee, Wis.
Long Distance Spark Plug Co., 212 So. Illinois St., Indianapolis, Ind.
McDowell, L. A., Luverne, Minn.
Milwaukee Auto Specialty Co., 711 Chestnut St., Milwaukee, Wis.
Mosler & Co., A. R., Webster and Wakefield Aves., Yonkers, N. Y.
New York Mica & Mfg. Co., 38 Market St., Auburn, N. Y.
Peerless Piston Ring Co., 93 Lafayette St., Newark, N. J.
Perpetual Spark Plug Co., 334 E. Drinker St., Dunmore, Pa.
Pittsfield Spark Coil Co., Dalton, Mass.
Porter & Co., W. S., 608 So. Dearborn St., Chicago, Ill.
Rajah Auto Supply Co., Bloomfield, N. J.
Randall-Faichney Co., Jamaica Plain, Boston, Mass.
Randall-Miller Co., Boston, Mass.
Reflex Ignition Co., The, Cleveland, O.
Rex Ignition Mfg. Co., 1779 Broadway, New York, N. Y.
SILVEX CO., THE, 171 Madison Ave., New York, N. Y.
Sioux City Machine & Tool Co., Sioux City, Ia.
SPLITDORF ELECTRICAL CO., Newark, N. J.
Superior Motor Specialty Co., 44 No. 4th St., Philadelphia, Pa.
V-RAY CO., Marshalltown, Ia.

SPARK PLUG WRENCHES

V-RAY CO., Marshalltown, Ia.

SPEEDOMETERS

American Ever Ready Co., 308 Hudson St., New York, N. Y.
Campbell Co., A. S., 284 Commercial St., Boston, Mass.
CORBIN SCREW CORPORATION, New Britain, Conn.
Johns-Manville Co., H. W., Madison Ave. and 41st St., New York, N. Y.
Hoffecker Co., 222 Eliot St., Boston, Mass.
Standard Thermometer Co., Boston, Mass.
Stewart-Warner Speedometer Corporation, Chicago, Ill.
Stover-Lang Co., 221 Columbus Ave., Boston, Mass.
Van Sicklen Co., Inc., 58 So. River St., Aurora, Ill.

SPOKES

National Screw & Tack Co., Cleveland, O.
STANDARD CO., Torrington, Conn.
Tiley-Pratt Co., Essex, Conn.

SPOKE GRIPS

Clifford, E. A., West Allis, Wis.
STEVENS & CO., 373 Broadway, New York.
Three-in-One Oil Co., 42 Broadway, N. Y.

SPRING SEAT POSTS

Jenkins & Co., Des Moines, Ia.

SPROCKETS

Baldwin Chain & Mfg. Co., 199 Chandler St., Worcester, Mass.
Crosby Company, Buffalo, N. Y.
DIAMOND CHAIN & MFG. CO., Indianapolis, Ind.
Grant-Lees Gear Co., Quincy Ave. and E. 69th St., Cleveland, O.
GREAT WESTERN MFG. CO., La Porte, Ind.
Hydraulic Pressed Steel Co., Cleveland, O.
PARISH & BINGHAM CO., Cleveland, O.
STEVENS & CO., 375 Broadway, New York.

STAMPINGS

Bossert Co., Utica, N. Y.
Crosby Co., Bufffalo, N. Y.
EXCELSIOR CYCLE CO., 166 N. Sangamon St., Chicago, Ill.
Great Western Mfg. Co., La Porte, Ind.
Hydraulic Pressed Steel Co., Cleveland, O.
Kales-Haskel Co., 443 Lafayette Blvd., Detroit, Mich.

STANDS

Aera Mfg. Co., 410 Siegel St., Chicago, Ill.
Adams & Co., Henry T., 6823 So. Chicago Ave., Chicago, Ill.
Ero Mfg. Co., Chicago, Ill.
EXCELSIOR CYCLE CO., 166 N. Sangamon St., Chicago, Ill.
International Stamping Co., 1852 W. Austin Ave., Chicago, Ill.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Majestic Mfg. Co., Worcester, Mass.
Wald Mfg. Co., Sheboygan, Wis.

STORM FRONT

Star Storm Front Co., Troy, O.

SUPERHEATERS

R. O. C. Sales Co., 1777 Broadway, New York.

SWITCHES

BOSCH MAGNETO CO., 225 W. 46th St., New York, N. Y.
Briggs-Stratton Co., 258 Milwaukee St., Milwaukee, Wis.
Ideal Switch Co., Plainville, Conn.
Knoblock-Heideman Mfg. Co., South Bend, Ind.
Kokomo Electric Co., Kokomo, Ind.
STEVENS & CO., 375 Broadway, New York.

TAIL LIGHTS

Campbell Co., A. S., 284 Commercial St., Boston, Mass.
Cowles & Co., C., New Haven, Conn.
De Veer, H. W., Roslindale, Mass.
Dressel Railway Lamp Works, 3860 Park Ave., New York, N. Y.
ERICKSON MFG. CO., J. W., 8039 Parnell Ave., Chicago, Ill.
Ero Mfg. Co., 416 W. Grand Ave., Chicago, Ill.
Fidelity Brass Mfg. Co., 730 W. Monroe St., Chicago, Ill.
HAWTHORNE MFG. CO., Bridgeport, Conn.
Hughes, Wessling Co., 4642 Ravenswood Ave., Chicago.
Kendall Co., M. S., Majestic Bldg., Detroit, Mich.
Peterson Bros., 1507 North Keystone Ave., Chicago, Ill.
Rex Battery Co., 2505 S. State St., Chicago, Ill.
20th Century Mfg. Co., 420 Ogden St., Newark, N. J.
Van Cleef Bros., 7707 Woodlawn Ave., Chicago.

TANDEM ATTACHMENTS

Aera Mfg. Co., 410 Siegel St., Chicago, Ill.
Angsten-Koch Co., Chicago, Ill.
Bowen Bros., Utica, N. Y.
Brewster, W. W., 56 W. Elm St., Brockton, Mass.
Bumiller Co., The Herman, 432 Main St., Cincinnati, O.
Cabinet Spring Seat Co., 175 Market St., Paterson, N. J.
Chilson & Graham, Fayetteville, N. Y.
CYCLE MFG. & SUPPLY CO., 180 No. Dearborn St., Chicago, Ill.
De Young, Jr., T., South Holland, Ill.
E & C Mfg. Co., 1716 Ludlow St., Philadelphia, Pa.
Edwards-Crist Mfg. Co., Chicago, Ill.
Empire Specialty Co., 147 Arcade, Cleveland, O.
Ero Mfg. Co., Chicago, Ill.
Excelsior General Supplies Co., Chicago, Ill.
FENTRESS-NEWTON CO., 429 Bagg St., Detroit, Mich.
Fox Mfg. Co., 1032 Jackson St., Seattle, Wash.
Hall Cycle & Mfg. Co., A. J., 3732 W. 25th St., Cleveland, O.
Kittle Mfg. Co., Santa Fe Ave., Los Angeles, Cal.
Jenkins & Co., Des Moines, Ia.
Majestic Mfg. Co., 54 Commercial St., Worcester, Mass.
Myers Specialty Mfg. Co., Inc., 405 W. Main Cross St., Findlay, O.
Motorcycle Accessories Co., 321 Cedar St., St. Paul, Minn.
Motorcycle Co-operative Co., 653 Woodward Ave., Detroit, Mich.
Mueller, L. J., 6307-11 Woodland Ave., Cleveland, O.
New England Motor & Supply Co., 24 Austin St., Worcester, Mass.
Queen City Iron & Wire Works, Denver, Colo.
Randall Mfg. Co., 28 S. Charles St., Baltimore, Md.
Rideasy Tandem Co., Davenport, Ia.
Robbins Mfg. Co., Kellerton, Ia.
Sterling Motor Co., 705 Center St., Brockton, Mass.
Stoll Mfg. Co., 33rd and Walnut Sts., Denver, Colo.
Trio Equipment Co., 2162 W. 29th St., Cleveland, O.
Wald Mfg. Co., Sheboygan, Wis.

TANKS—OIL AND GAS

Bowser & Co., Inc., S. F., Fort Wayne, Ind.
Chicago Auto Lamp Works, 900 W. Lake St., Chicago, Ill.
National Enamelling & Stamping Co., 374 Broadway, New York, N. Y.
PREST-O-LITE CO., Indianapolis, Ind.
Searchlight Light Co., 910 So. Michigan Ave., Chicago, Ill.

TANK BANDS

Kellogg, Stanley T., Bridgeport, Conn.

TENTS

Compac Tent Co., 10th St. and the Canal, Indianapolis, Ind.
NEW YORK SPORTING GOODS CO., 15 Warren St., New York, N. Y.

TERMINALS

Grossman Mfg. Co., Inc., Emil, Bush Terminal, Brooklyn, N. Y.
Champion Spark Plug Co., Toledo, O.

THREE-SPEED HUBS

CYCLE MFG. & SUPPLY CO., 180 No. Dearborn St., Chicago, Ill.

TIRES

Ajax-Grieb Rubber Co., 1796 Broadway, New York, N. Y.
American Tire & Rubber Co., Akron, O.
Batavia Rubber Co., Batavia, N. Y.
Braender Rubber & Tire Co., Rutherford, N. J.
Century Rubber Co., 902 North Ave., Plainfield, N. J.
Columb Tyres Import Co., Inc., 1891 Broadway, New York, N. Y.

Continental Rubber Works, Erie, Pa.
Dayton Rubber Mfg. Co., Dayton, O.
Diamond Rubber Co., Akron, O.
Empire Rubber & Tire Co., Inc., Trenton, N. J.
Endurance Tire & Rubber Co., 1789 Broadway, New York, N. Y.
Englebert Tyre Co., 1928 Broadway, New York.
FEDERAL RUBBER MFG. CO., Milwaukee, Wis.
FIRESTONE TIRE & RUBBER CO., Akron, O.
FISK RUBBER CO., Chicopee Falls, Mass.
G. & J. Tire Co., 549 E. Georgia St., Indianapolis, Ind.
Gaulois Tire Corporation, 49 W. 64th St., New York, N. Y.
Goodrich Co., The B. F., Akron, O.
GOODYEAR TIRE & RUBBER CO., Akron, O.
Great Eastern Rubber Co., Inc., Allentown, Pa.
HEARSEY-WILLIS CO., Indianapolis, Ind.
Hub Cycle Co., Boston, Mass.
INDIANA RUBBER & INSULATED WIRE CO., Jonesboro, Ind.
Kelly-Racine Rubber Co., Racine, Wis.
KOKOMO RUBBER CO., Kokomo, Ind.
Lee Tire & Rubber Co., Conshohocken, Pa.
Marathon Tire & Rubber Co., Cuyahoga Falls, O.
Morgan & Marshall Rubber & Tire Co., East Liverpool, O.
PENNSYLVANIA RUBBER CO., Jeannette, Pa.
Republic Rubber Co., Youngstown, O.
Racine Rubber Co., Racine, Wis.
Rutherford Rubber Co., Rutherford, N. J.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. Y.

TIRE CHAINS—MOTORCYCLE

WEED CHAIN TIRE GRIP CO., Bridgeport, Conn.

TIRE FLUID

BUFFALO SPECIALTY CO., Buffalo, N. Y.
National Rubber Co., 4414 Papin St., St. Louis, Mo.

TIRE PRESSURE GAUGES

Allen Auto Specialty Co., 1926 Broadway, New York, N. Y.
Codman & Shurtleff, 120 Boylston St., Boston, Mass.
Hans Motor Equipment Co., La Crosse, Wis.
Hill Pump Valve Co., 18 East Kinzie St., Chicago, Ill.
Kellogg Mfg. Co., Rochester, N. Y.
SCHRADER'S SONS, INC., A., Atlantic and Vanderbilt Aves., Brooklyn, N. Y.
Stevens Mfg. & Supply Co., Chicago, Ill.
TWITCHELL GAUGE CO., Chicago, Ill.
United States Gauge Co., 67 Wall St., New York.

TIRE REPAIR PLUGS AND OUTFITS

BUFFALO SPECIALTY CO., Buffalo, N. Y.
Diamond Rubber Co., Akron, O.
Essex Rubber Co., May and Beakes Sts., Trenton, N. J.
FEDERAL RUBBER MFG. CO., Milwaukee.
FIRESTONE TIRE & RUBBER CO., Akron, O.
Goodrich Co., B. F., Akron, O.
GOODYEAR TIRE & RUBBER CO., Akron, O.
HARRIS HARDWARE CO., D. P., 48 Warren St., New York, N. Y.
Hill-Stage Co., Anderson, Ind.
Inner Shoe Tire Co., Grand Rapids, Mich.
Johns-Manville Co., H. W., New York, N. Y.
Legnard & Co., A. B., Waukegan, Ill.
Low Rubber Specialty Co., Denver, Colo.
M. & M. Mfg. Co., The, Akron, O.
Mattson Rubber Co., Lodi, N. J.
Polson Rubber Co., Kansas City, Mo.
Saufley Supply Co., Kansas City, Mo.
Security Co., The, 16 Shingiss St., Pittsburgh, Pa.
STEVENS & CO., 375 Broadway, New York.
Tingley & Co., C. O., Rahway, N. J.
Twentieth Century Tire Protector Co., Midlothian, Tex.
UNITED STATES TIRE CO., Broadway and 58th St., New York, N. Y.
Wearwell Rubber Co., Kokomo, Ind.

TIRE REPAIR TOOLS

Fry, Keyser, Reading, Pa.
Motorcycle Tire Jimmy Co., St. Marys, O.
STEVENS & CO., 375 Broadway, New York.

TIRE SETTING MACHINE

Acme Tire Machine Co., Danbury, Conn.
Cadillac Rubber Supply Co., Detroit, Mich.

TIRE TAPE

Boston Woven Hose & Rubber Co., 29 Hampshire St., Cambridge, Mass.
Clifton Mfg. Co., 65 Brookside Ave., Jamaica Plain, Boston, Mass.
Dunton Co., M. W., 150 Niagara St., Providence, R. I.
National Cement & Rubber Co., 800 So. St. Clair St., Toledo, O.
Okonite Co., 253 Broadway, New York, N. Y.
Tingley & Co., Chas. O., Rahway, N. J.

TIRE VALVES

Atlas Auto Supply Co., 3528 W. Lake St., Chicago, Ill.
SCHRADER'S SON, INC., A., Atlantic and Vanderbilt Aves., Brooklyn, N. Y.
Stevens Mfg. & Supply Co., 504 Fisher Bldg., Chicago, Ill.

TOE CLIPS

BEVIN BROS. MFG. CO., East Hampton, Conn.
STANDARD CO., Torrington, Conn.
STEVENS & CO., 375 Broadway, New York.

TOOLS

Armstrong Bros. Tool Co., 357 No. Francisco Ave., Chicago, Ill.
Billings & Spencer Co., Hartford, Conn.
Braunsdorf-Mueller Co., 205 Madison Ave., Elizabeth, N. J.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
Maydole Hammer Co., David, Norwich, N. Y.
MOSSBERG CO., FRANK, Attleboro, Mass.
Motor Car Equipment Co., 55 Warren St., New York, N. Y.
Starrett Co., L. S., Athol, Mass.
STEVENS & CO., 373 Broadway, New York.

TOOL BAGS AND BOXES

Chicago Auto Lamp Works, 900 W. Lake St., Chicago, Ill.
International Stamping Co., 1852 W. Austin Ave., Chicago, Ill.
MESINGER MFG. CO., H. & F., Austin Place and 144th St., New York, N. Y.
Nathan Novelty Mfg. Co., 88 Reade St., New York, N. Y.
PERSONS MFG. CO., Worcester, Mass.
READING SADDLE MFG. CO., Reading, Pa.
Superior Metal Products Co., Elyria, O.
Troxel Mfg. Co., Elyria, O.
Wolverine Leather Goods Co., Detroit, Mich.

TOPS FOR SIDE CARS

AmericanAuto Top Mfg. Co., 1451 Washington Blvd., Chicago, Ill.
Burroughs, Geo. S., Fond du Lac, Wis.

TORCHES

Hauck Mfg. Co., Brooklyn, N. Y.

TREADS

Bricteon Mfg. Co., The, 2524 Main St., Brookings, S. D.
Leather Tire Goods Co., 2309 Whirlpool St., Niagara Falls, N. Y.

TROUSER GUARDS

BEVIN BROS. MFG. CO., East Hampton, Conn.
Buckeye Mfg. Co., Canton, O.
NEW DEPARTURE MFG. CO., Bristol, Conn.

TUBING

CONSOLIDATED MFG. CO., Toledo, O.
Leng's Son & Co., John S., 33 Murray St., New York, N. Y.
Pittsburgh Steel Products Co., Pittsburgh, Pa.
Standard Welding Co., Cleveland, O.

TUBULAR FRAME PARTS

Standard Welding Co., Edgewater Park, Cleveland, O.

VALVES—ENGINE

Electric Welding Products Co., The, Cleveland, O.
Rich Tool Co., 410 Railway Exchange Bldg., Chicago, Ill.
Toledo Drill & Tool Co., Toledo, O.

VALVE GRINDER

Just Specialty Works, J. H., 325 W. Fayette St., Syracuse, N. Y.

VALVE LIFT

Swenson, B. A., Providence, R. I.

VULCANIZERS

Adamson Mfg. Co., 125 E. Clark St., East Palestine, O.
Auto Supply Co., 3355 S. Grand Ave., St. Louis, Mo.
Clark Vulcanizer Co., Columbia Bldg., Columbus, O.
Hill-Stage Co., Anderson, Ind.
Johns-Manville Co., H. W., New York, N. Y.
Milwaukee Auto Specialty Co., 711 Chestnut St., Milwaukee, Wis.
Miller, C. E., Anderson, Ind.
National Cement & Rubber Co., 800 So. St. Clair St., Toledo, O.
Shaler Co., The C. A., 2000 Fourth St., Waupun, Wis.
Vanderpool Co., 723 W. Mulberry St., Springfield, O.

WHEELS

Universal Welding Co., St. Anne, Ill.
Zarth Mfg. Co., O. A., 13 Walnut St., Aurora, Ill.

WRENCHES

Armstrong Bros. Tool Co., 357 No. Francisco Ave., Chicago, Ill.
Barcalo Mfg. Co., Buffalo, N. Y.
Bemis & Call Hardware & Tool Co., Springfield, Mass.
Braunsdorf-Mueller Co., 205 Madison Ave., Elizabeth, N. J.
Coes Wrench Co., Worcester, Mass.
Harris & Reed Mfg. Co., 1500 W. 15th St., Chicago, Ill.
JOHNSON'S ARMS & CYCLE WORKS, IVER, Fitchburg, Mass.
MOSSBERG CO., FRANK, Attleboro, Mass.
Shaw Mfg. Co., Boston, Mass.
Starrett Co., L. S., Athol, Mass.
STEVENS & CO., 373 Broadway, New York.
Trimont Mfg. Co., 55 Amory St., Roxbury, Mass.
Williams & Co., J. H., Brooklyn, N. Y.

This Directory of Manufacturers

has met with unqualified approval by the trade.

G. B. Gibson, Secretary-Treasurer of the F. A. M., writes:—

"It will be of great help to me."—"Please accept my appreciation of this new idea."

W. A. Gindele, Dealer, of Poughkeepsie, N. Y., writes:—

"Permit me to congratulate you upon the printing of the 'Directory of Cycle Trade Products'—a list which is valuable to any progressive motorcycle or bicycle dealer and will make your paper of greater value than ever before."

The Bicycling World Founded 1877 and Motorcycle Review

The Miami Motor Bicycle

"ONE HUNDRED MILES FOR TEN CENTS"

SAFE - SILENT - CLEAN

What It Is

THE MIAMI MOTOR BICYCLE is THE logical and legitimate connecting link between the present day motorcycle and the present day bicycle. In the strictest sense of the word, it is a REAL MOTOR BICYCLE.

THE MIAMI MOTOR BICYCLE is a combination of all the best features of the present day motorcycle and the present day bicycle. It embodies not a single one of the disadvantages found in either. It is THE ULTIMATE IDEAL of motor-driven vehicles for the cycling world—SAFE—SILENT—CLEAN.

THE MIAMI MOTOR BICYCLE is a perfect piece of mechanism from its front to its rear hub. It is the tried and worthy product of AMERICA'S GREATEST CYCLE FACTORY.

Since heavy weight means a high first cost and a large upkeep expense, it follows that light weight means a correspondingly low first cost and cost of maintenance.

THE MIAMI MOTOR BICYCLE is light in weight. Ready for the road it weighs only 110 pounds.

THE MIAMI MOTOR BICYCLE is low in price. The cost to the rider is only $125.00.

The logical result of light weight construction is simplicity of design. THE MIAMI MOTOR BICYCLE is SIMPLICITY itself. CONSTRUCTION—ACCESSIBILITY—OPERATION are as simple as A-B-C.

THE MIAMI MOTOR BICYCLE is an asset to every motorcycle and bicycle dealer. It does not conflict with the sale of either motorcycles or bicycles. It belongs to both lines, but yet is a line distinct in itself.

THE MIAMI MOTOR BICYCLE is without competition in a field that has never been touched. It fills an existing demand that has never been adequately satisfied.

The Miami Cycle & Mfg. Co.

400 Mobile Avenue **Middletown, Ohio**

Here It Is! The S

The Miami M

"ONE HUND
FOR TE

SAFE - SILE

Exhibited for the First Time at New York Show Jan. 2nd-9th, 1915

Shipping Weight 125 lbs.

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The Miami Cy

400 Mobile Avenue

BRA

1650 Market St., San Francisco, Cal.

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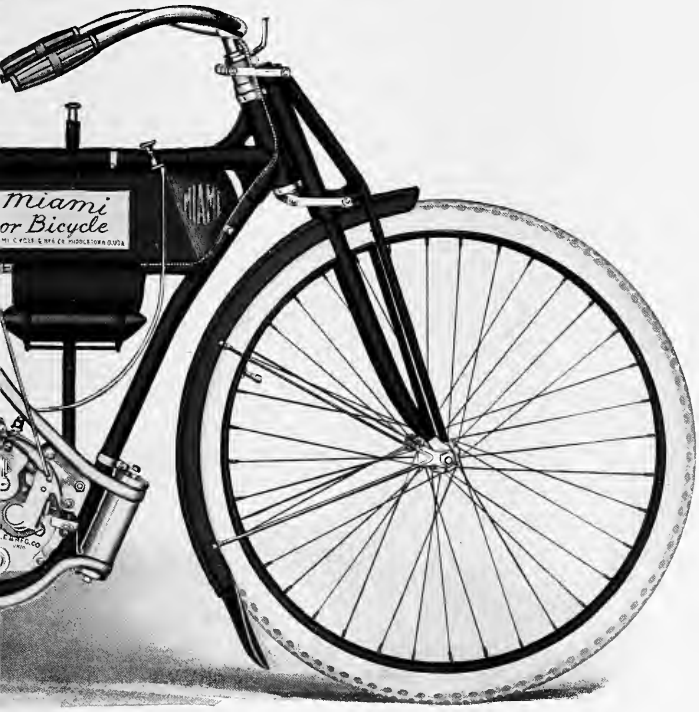
ED MILES-
CENTS"

NT - CLEAN

THE MIAMI CYCLE & MFG. CO.
MIAMI
MIDDLETOWN-OHIO-U.S.A.

Space D-127 131
Fourth Floor
of
Grand Central Palace
Lexington Ave. & 46th St.



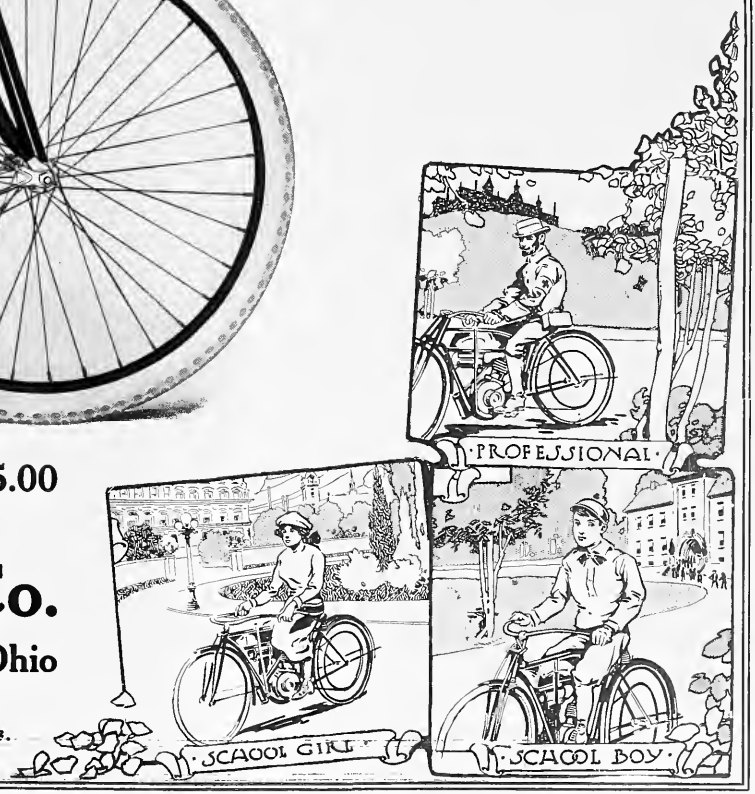
List Price $125.00

ly By

le & Mfg. Co.

Middletown, Ohio

HES:
315 Dwight Street, Springfield, Mass.



The Miami Motor Bicycle

"ONE HUNDRED MILES FOR TEN CENTS"

SAFE - SILENT - CLEAN

What It Does

THE MIAMI MOTOR BICYCLE will go there and back at the rate of from four to twenty-five miles per hour.

THE MIAMI MOTOR BICYCLE has more power per pound of weight and costs less per mile to operate than any other motor-driven vehicle in the world.

One gallon of gasolene, which is less than its tank capacity, will propel THE MIAMI MOTOR BICYCLE considerably over one hundred miles at a cost for fuel of one-tenth of a cent per mile. ONE HUNDRED MILES FOR TEN CENTS ! !

By reason of its light weight and excess power, THE MIAMI MOTOR BICYCLE will go up hills and over roads with less waste of power than any present day motor-driven vehicle, and it can negotiate roads that would stall a heavier machine.

The average rider can operate THE MIAMI MOTOR BICYCLE with as much safety and cleanliness and with far greater ease than he can propel a bicycle.

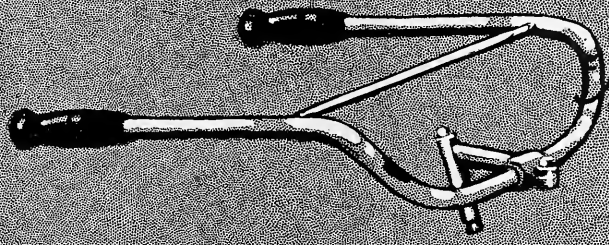
THE MIAMI MOTOR BICYCLE has put motor riding within the reach and desire of more people than any other motor-driven vehicle ever produced. THE MIAMI MOTOR BICYCLE opens up to millions of boys and girls, men and women, an entirely new field of SAFE, CLEAN, and INEXPENSIVE RECREATION.

THE MIAMI MOTOR BICYCLE opens up to millions of all classes—professional and business men, clerks and mechanics—the means of cheap and rapid transportation to and from their occupations at a cost per mile much less than street-car fare.

THE MIAMI MOTOR BICYCLE does everything we advertise it to do.

The Miami Cycle & Mfg. Co.

400 Mobile Avenue **Middletown, Ohio**



The PERFECT MOTORBIKE BAR For Bicycles

The Safest, Strongest and Most Distinctive Bar on the Market

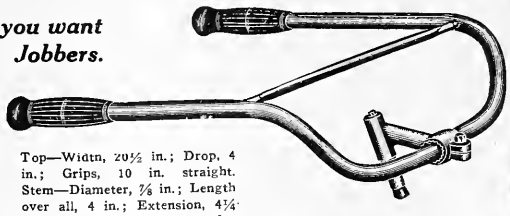
The "SHELBY"

Safety first! The general strength of this Bar is insured by its construction from heavy gauge tubing. Then it is reinforced by the cross-brace, which is brazed securely to the Bar proper, making the whole structure rigid under all conditions.

The Stem is a one-piece forging, and the bowl of the Stem and the ferrule on the top are knurled to engage, insuring positive clamp. This Bar is the stongest ever made. Highest possible finish, nickel over copper.

Assured strength, and perfect adjustment to easy riding position makes this Bar the leader of them all, and delights the rider who wants his Wheel to be up-to-date.

Make it the "SHELBY" if you want to be sure. Sold by all Jobbers.



Top—Width, 20½ in.; Drop, 4 in.; Grips, 10 in. straight. Stem—Diameter, ⅞ in.; Length over all, 4 in.; Extension, 4¼ in. forward, 1 in. downward

Manufactured by

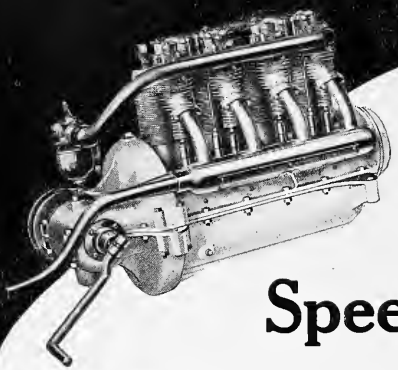
Chicago Handle Bar Company

Shelby, Ohio

Headquarters for Everything in Handle Bars, Stems and Seat Posts

203Y

HENDERSON POWER



Four-Cylinder Power or Multi-Speed Complication?

Every pulsation of the Henderson four-cylinder motor signals another of equal strength but half a revolution away.

In Henderson power the explosion of one cylinder does not seek the aid of flywheel weight to continue the momentum created by that one impulse.

Another charge of gas, equally powerful, is close at hand—and then another—and another—

Hence SMOOTH, CONSTANT, VIBRATIONLESS power to meet every road emergency, whether at six or sixty-six miles an hour.

The increasing demands levied upon the two-wheeler have not phased the Henderson, nor has it necessitated resorting to more than two speeds to retain smoothness in operation at low rates of speed under heavier loads.

The constant power of the four-cylinder Henderson will give you a full ten to twelve horsepower at six miles an hour—when you most need it.

It will accomplish, with the Henderson two-speed, all and more than is possible with any inconstant power aided by more than two speeds.

It dispenses with the necessity of a motor vastly overpowered in comparison with the load it is to carry—and hense the resultant motor self-destruction.

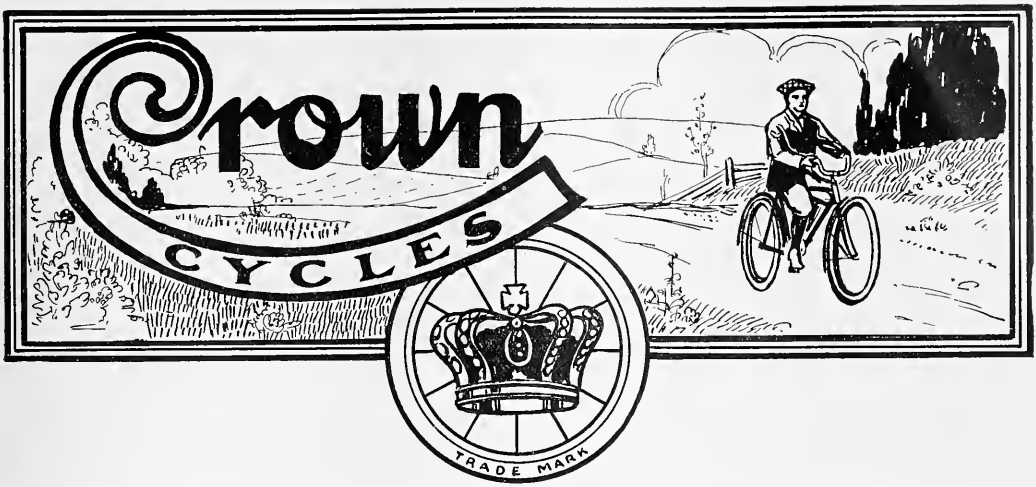
In short—Henderson four-cylinder power offers all the advantages of smooth operation at low speeds on the heavy grades, in the heavy going and with the heavy load and without the attendant complications of multiple speeds.

Mechanical simplicity with greater service possibilities is worthy of your investigation in our exhibit at the New York Show or through inquiry for our new catalog.

Write for an introduction to "Henderson Bill"

HENDERSON MOTORCYCLE COMPANY

Detroit, Michigan



A HIGH GRADE bicycle is the best in the end—both from the buyer's experience and from the dealer's viewpoint. Buying a high grade bicycle means the best of satisfaction in its workmanship—selling such a bicycle means a business built up on satisfaction.

Patented Oct. 1, '12. No. 43083.

Beauty—Strength—Distinction

Crown Model 77—Patented Braced Frame

This braced frame bicycle is handsomely finished and up to the last minute in construction, having genuine Fauber Standard crank set and roller chain, making it the easiest running bicycle on the market.

FRAME—20, 22, 24 inches, 1-inch 19 gauge seamless tube, 4-5-7 inch head, flush connections, 3/16 inch head fittings, ⅞-inch tapered rear fork, ¾-inch rear stays, push back adjustment, bolt and nut seat post clamp.
FORK—Full enameled, with fancy dart finish.
CROWN—One-piece forging.
BRACED BAR—⅝-inch heavy gauge, beautifully finished.
CRANKS—Fauber Standard, one-piece patented, with crown pattern sprocket.
GEAR—26 x 3/16-inch sprockets x 9 rear.
HUBS—Coaster brake and front hub to match.
RIMS—Aluminum and striped. Steel lined.
CHAIN—3/16-inch roller, 1-inch pitch.
FINISH—Black, with fancy aluminum head and panel, side stripes on braced bar.
TIRES—Armor tread, 28 x 1¾-inch, guaranteed. White anti-skid tread.
SADDLE—Persons Sterling with nickel plated rebound springs.
PEDALS—No. 2, divided rubber.
BAR—California style, wide, No. 12, forward extension with Boy Scout grips.
GUARDS—Steel, front and rear, double braces.

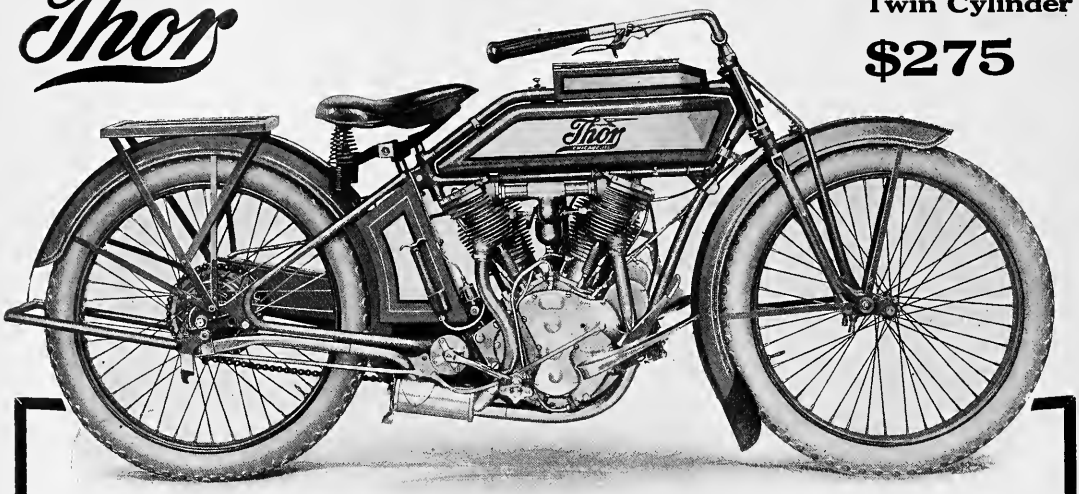
The Crown Model 77—list price $50.00—will stand the most critical inspection and still stand out from the crowd as a decided favorite—quality and price considered.

Send for catalogue showing complete line of all models, listing $30, $40, $45, $50. Dealers discounts are worth while.

Great Western Manufacturing Co., La Porte, Indiana

Thor

Model 15A
Twin Cylinder
$275



The 1915 ***Thor*** presents to motorcyclists, the attractive appearance, rugged strength and superior quality of former ***Thor*** models, ***plus*** every practical up-to-date improvement —***at popular prices.***

Model 15A, 12 H. P. Twin, 76 cubic in. displacement, New Improved Planetary Type Two Speed with dry clutch, Thor Universal Starter, Internal Reduction Gear, Thor Mechanical Oiler, Roller Bearing Motor Throughout..... **$275**

Model 15U, 8 H. P. Twin, 61 cubic in. displacement (equipped as above)..... $265
Model SR, 7 H. P. Twin, Short Coupled Road Racer..... 250
Model 15W, 6 H. P. Single, Two Speed, Thor Universal Starter..... 230

Dealers—The 1915 ***Thor*** is a business getter. It is to your advantage financially, to write for our proposition to agents. It is a paying one for you.

Send Today for Advance Descriptive Catalog

Aurora Automatic Machinery Company

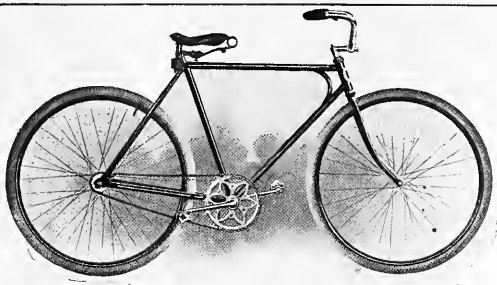
GENERAL OFFICE
Thor Bldg., 1307 Michigan Ave., Chicago

SALES OFFICE AND WORKS
361 W. Superior St., Chicago

Reading Standard Bicycles

Reading Standard Road Racer, $45
(Pat. Applied For)

Reading Standard Roadster, $35
(Pat. Applied For)



Reading Standard Special Roadster, $30

The quality built into them insures service. The style and finish are in plain sight.

WE are sure enough of the quality to back the READING STANDARD BICYCLES by a three year guarantee. We have the ability and experience—and the plant—and our product is very well and favorably known. READING BICYCLES make good.

As to style and finish, READING BICYCLES are headliners in the bicycling world. We know what riders want.

Write for our dealers' proposition: it's an opportunity

READING CYCLE MFG. CO., Reading, Pa.

Take Time To Re

FOSTER HASKINS

HARLEY-DAVIDSON MOTORCYCLES

Huron, S. D., Nov. 27, 1914.

Harley-Davidson Motor Co.,
Milwaukee, Wis.

Dear Sirs:—
We received our 1915 three-speed demonstrator. IT,S A MARVEL.
I actually believe this machine will go up a 90 per cent grade if it could get traction.
All my prospects were pleased with its appearance and ACTIONS (so to speak.) I see no reason why the coming season will not be the largest motorcycle year of any experienced by your PERFECT ORGANIZATION.
Hoping to receive our next order as soon as possible and hoping 1915 a prosperous year for you, we are,

Yours truly,

FOSTER HASKINS.

Harley-Davidson Store
F. Van Denberg
110 W. Front St.

Findlay, Ohio, Nov. 30, 1914.

Harley-Davidson Motor Co.,
Milwaukee, Wis.

Gentlemen:—
In reply to your letter of inquiry of November 24th, I beg to say that the new three-speed twin arrived on the 24th inst. In appearance the machine looks sturdy and strong and the outlines are beautiful. In workmanship I do not think it can be excelled.
I have tried the machine out on several occasions and in the different speeds and it responds instantly to the will of the rider in every respect. It runs smoother and rides nicer than any motor that I have ever ridden. I have had a good many callers to inspect it and all are unanimous in pronouncing it the finest and most complete of any machine they have ever seen.
I have had some Harley-Davidson riders try it out and they all pronounce it the motor of "mechanical perfection." Too much praise cannot be given the Harley-Davidson Motor Co. in producing this wonderful motor. I am certain the motorcycling fraternity will highly appreciate this new production by their liberal patronage.

Most sincerely yours,

NEIL VAN DENBURG

AUTO HOSPITAL

Harley-Davidson
Motorcycles

G. L. KLASSEN, Pres.

Hillsboro, Kansas, Nov. 26, 1914.

Gentlemen:—
Received the 1915 twin Thursday evening and I set her up in the evening and Friday the motor was sold. They surely are go getters. They go like hot cakes. I have ordered another one and I wish it was here because I know it will be sold at once. Please let me know how soon it will be shipped as I need it BAD.
Please rush along.

Yours truly,

G. L. KLASSEN.

S. C. HAMILTON

5817 PENN AVE., E. E.
Pittsburg, Pa., Nov. 4, 1914.

Harley-Davidson Motor Co.,
Milwaukee Wis.

Gentlemen:—
We are very glad to say that we received the three-speed twin Monday last, and same comes up to our expectations in every respect, and we want to thank you for your promptness. It is a beauty and all we do all day long is to stand around this machine with a crowd, explaining the good points, and if we do not run over our contract it will not be the machine's fault. Prospects are exceptionally bright and all we need now is that you rush some machines through. The mechanical oiler takes their eye the first thing and they all like to get down and watch the oil flow while engine is running.
The three-speed model is certainly the sensation of the town, and if we sell as many as the fellows say they are going to buy, the factory will have to work overtime filling the orders. It certainly has the 1914 twin two-speed beat a mile for nice riding, especially at high speed, and we have produced sixty-eight miles per hour on the first tryout.
Now put this down in large black letters. "Ship Hamilton some machines as quick as possible," also hurry up that side car, as from the way they all talk we will need about fifty side cars this season, in fact, need two side cars and three-speed machines at once.
Thanking you for your promptness in shipping this first machine.

Yours very truly,

S. C. HAMILTON.

PAUL E. GOTT

HARLEY-DAVIDSON
MOTORCYCLES

612 MAIN ST.

Peoria, Ill., Nov. 16, 1914

Harley-Davidson Motor Co.,
Milwaukee, Wis.

Dear Sirs:—
Received our three-speed demonstrator Thursday, November 11th. What we want to know is if you have any hills in stock that it will not climb. Have tried out all there is here and find they are no match for the three-speed. Then, too, about speed, what you mean speed, well we have cleaned everything on two wheels and made them all look to the Harley-Davidson for speed.
The riders as a whole think it is one of the classiest little two-wheelers that has ever been in the city, both in beauty and what it is capable of doing.
Our opinion is that we are going to get the bulk of the motorcycle orders for 1915.
Enclosed find order for 1915 machine.

Yours very truly,

PAUL E. GOTT.

Immediate Deliveries Now

ad These Letters

CARL W. BUSH
"Harley-Davidson" Motorcycles
312 Halsey Street

Newark, N. J., Dec. 1, 1914.

Harley-Davidson Motor Co.,
Milwaukee, Wis.

Dear Sir:—

Your letter received and I certainly have no objection to your using my previous letter. There is only this much I have to say though, and that is, I fear it was not strong enough. On Thanksgiving Day I attached the 1915 three-speed to a side car, and with Mrs. Bush and a heavy hunting outfit we went up in the country 65 miles in two and one-half hours' running time. Twenty-five miles from Newark we ran into snow and slush and for the last eight miles of our trip were on the worst kind of country roads covered with four inches of snow that was melting fast and getting terribly soft. The second speed certainly was a life saver for the motor, but the way that new motor would take the entire load up the hills on high gear of 3.89 to 1 would make you wonder as to its final limit of power. Coming home we had to climb "Mine Hill" just outside of Dover, New Jersey. This hill makes many a good twin go down to low if they are carrying tandem. The 1915 pulled right up there as sure and steady as a clock all the way on high gear. In all my nine years of motorcycle experience I have never seen such power in a motorcycle engine.

Here's hoping we will get several machines this week and that everybody will be well satisfied for 1915.

Yours very truly,
CARL W. BUSH.

BAUMAN & HINES
HARLEY-DAVIDSON MOTORCYCLES

Richmond, Va., Dec. 3, 1914.

Harley-Davidson Motor Co.,
Milwaukee, Wis.

Gentlemen:—

We have received the new 1915 three-speed twin, and we consider it the most perfect piece of machinery any factory has ever turned out. We have taken it out on every steep hill in the city and in the surrounding country and in almost every instance we pulled it in high, with two on the machine weighing 210 pounds and 160 respectively. Our first demonstration was to hitch this machine to a single spring wagon, two men on the machine and seven in the wagon. Well, from the way they pulled hills you wouldn't have thought there was more than 100 pounds on it.

We are more than pleased, and there is some- thing wrong with the fellow who cannot see the superiority of the Harley-Davidson Motorcycle, which is truly "Better Than the Best of the Rest."

Very truly yours,
BAUMAN & HINES.

CARL W. BUSH
"Harley-Davidson" Motorcycles
312 Halsey Street

Newark, N. J., Nov. 3, 1914.

Harley-Davidson Motor Co.,
Milwaukee, Wis.

Gentlemen:—

I cannot begin to express how very much we appreciate the fact that we received such prompt shipment of the demonstrator. The new three-speed arrived at 11:30 Saturday, and we were busy right up until 11 o'clock Saturday night showing it and explaining its many features to our crowd of Harley-Davidson admirers. We have been surprised at the number of riders of other makes of machines who have already approached us and are talking "swap."

Again thanking you for taking care of us so promptly, and with kindest regards, I am,

Yours very truly,
CARL W. BUSH.

N. E. LAMBERT
HARLEY-DAVIDSON MOTORCYCLES
17 W. Washington Street

Hagerstown, Md., Nov. 21, 1914.

Harley-Davidson Motor Co.,
Milwaukee, Wis.

Gentlemen:—

Machine received yesterday in A1 condition, and will say it is the classiest thing I have seen yet. I put it on display last night, using your design, and will have a photo taken of it. I feel that I will have it over all other dealers here. Thanking you for prompt shipment.

Yours respectfully,
N. E. LAMBERT.

H. L. DIPPLE
HARLEY-DAVIDSON MOTORCYCLES
534 Massachusetts Ave.

Indianapolis, Ind., Nov. 18, 1914.

Harley-Davidson Motor Co.,
Milwaukee, Wis.

Dear Sirs:—

We are pleased to advise you that we received our demonstrator, which you shipped us November 10th, in good shape.

Thus three-speed twin has caused a good deal of excitement as the riders were all worked up about it through the unlimited publicity given it in the different motorcycle magazines. Must say they were not in the least disappointed. The three speeds and the mechanical oiler seems to have been a long felt want, and the common expression which we hear from all who examine it are, "isn't it grand," "isn't she a beauty" and "that is SOME machine."

From present indications we are satisfied that this is going to be a Harley-Davidson year in Indianapolis. To prove the above statement, on the very day the machine arrived we received $275.00 cash for same. After seeing it and trying it out, the young fellow would not wait until we could get another machine in. So now we are without a demonstrator and are waiting eagerly for the arrival of the rest of our orders.

We wish to congratulate the Harley-Davidson Motor Co. in putting out such a well designed motorcycle and we are very proud indeed to represent it in this city.

Yours respectfully,
H. L. DIPPLE.

Harley-Davidson Motor Co., Milwaukee, Wis., U. S. A.

See the Smith Motor Wheel at the New York Show

The brightest spot at the New York Show will be Space D-30, Grand Central Palace, where you will find a very interesting exhibit of the

Smith
MOTOR WHEEL
"The Bicycle Booster"

the wonderful, new appliance that makes a booster of every bicycle man who sees it demonstrated. Attaches to any bike in a few moments—goes 20 miles an hour—80 miles on a gallon of gasoline—weighs less than 50 pounds.

"Motorwheeling" will be the most popular outdoor sport in America this season.

MOTOR WHEEL DIVISION "10"

A. O. Smith Company, Milwaukee, Wis.

SOLE MANUFACTURERS AND DISTRIBUTORS

Sales Representatives

New York, Connecticut and Florida—New York Sporting Goods Co., 15 Warren St., New York. Wm. H. Cahn, General Manager, Smith Motor Wheel Department.

Maine, New Hampshire, Vermont, Massachusetts and Rhode Island—J. W. Grady & Co., Worcester, Mass.

Eastern Pennsylvania, New Jersey, Delaware, Virginia, Maryland, North Carolina, South Carolina and Southern Michigan—Haverford Cycle Co., 825 Arch St., Philadelphia, with branches at Newark, Norfolk, Washington, Buffalo, Cleveland and Detroit.

Examine the Details of the

Two-Speed

YALE

AT

Spaces D-185-187

at the

New York Show

THE CONSOLIDATED MANUFACTURING CO.

1709 Fernwood Avenue, Toledo, Ohio

Makers also of Yale and Snell Bicycles, Hussey Handlebars, Steel Tubing, Bent Parts, All Kinds of Drop Forgings

LAST CALL FOR COPY

For January 12th Issue

New York Report Number

FORMS CLOSE JANUARY 7th

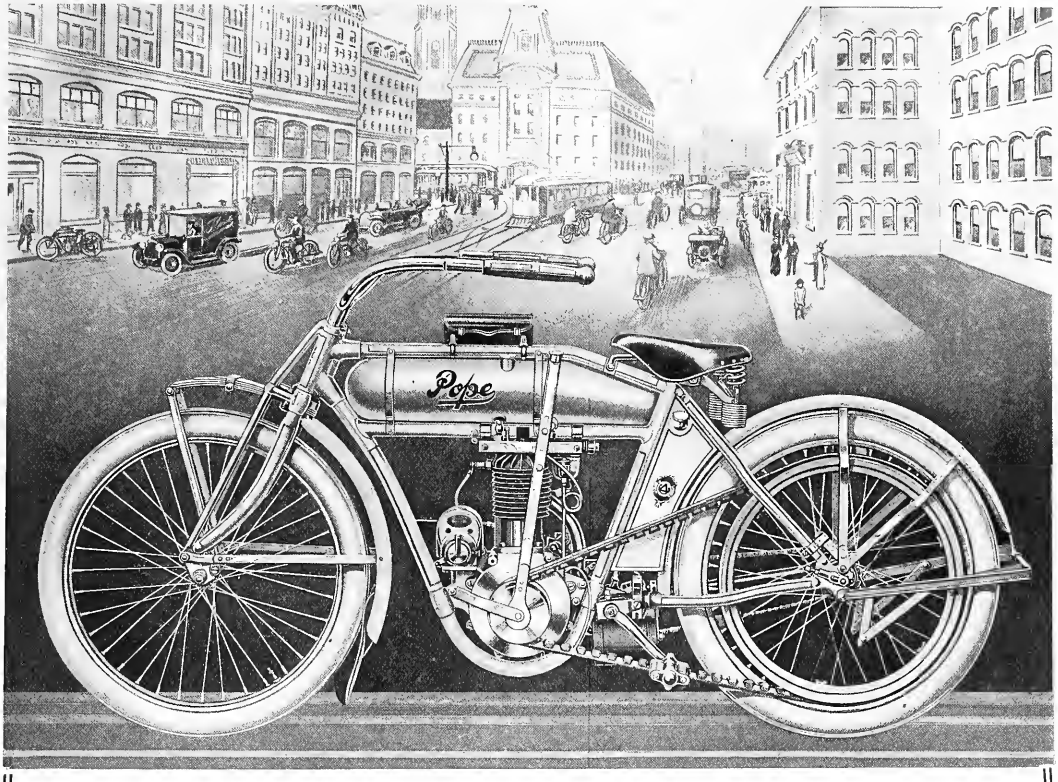
This issue will contain the final report of the New York Show and will be kept as the record of 1915 offerings in motorcycle accessories.

Make your advertisement a part of this issue and supplement our editorial description of your exhibit with a forceful presentation of the commercial features and selling points.

Send in Your Data Today

BICYCLING WORLD and MOTORCYCLE REVIEW

239 West 39th Street, New York



Pope, Model H-15

Standard Light Weight of America—5th Year—No Experiment, but satisfactory to thousands.

The Motorcycle which does more than you expect

Pope Quality throughout

Magneto – of course—Imported.
Carburetor—sure— Schebler.
Clutch—Eclipse—you bet.
Saddle—Persons—none better.
Tires—U. S.—best quality.
Belt—Spartan—best made.

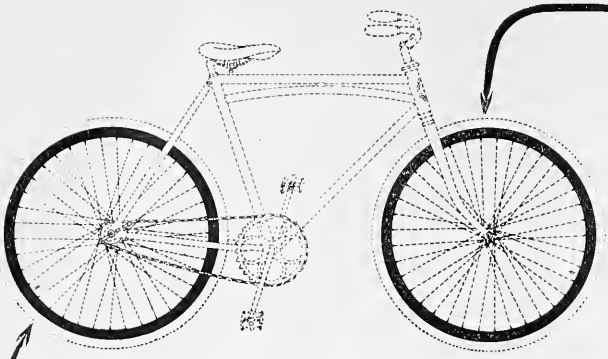
Price Only
$150.00

All our motorcycles, ***without exception,*** are road tested.

Other 1915 Models $200.00 to $275.00. See Catalogue

See Our Exhibit at Spaces 193-195

THE POPE MANUFACTURING COMPANY
4 CYCLE STREET WESTFIELD, MASS., U. S. A.



Mott Steel Bicycle Rims!

For several years we have been supplying manufacturers with bicycle rims made from the highest grade steel bands.

The increasing demand for Mott Steel Bicycle Rims and the universal reports of superior service given, is proof positive that the rims are designed and made RIGHT!

They are lighter, stronger and more durable than rims made of wood. They do not warp, crack or get out of shape.

No salesman has ever had to defend the equipping with Mott Steel Rims. On the contrary, these rims have been an added selling factor for the finished bicycle.

Made in a factory devoted exclusively to rim making—by careful, experienced workmen trained in this one line alone—Mott Bicycle Rims offer to the manufacturer, dealer and rider, a rim equipment that cannot be excelled in any way.

Prices and detailed information gladly furnished

THE MOTT WHEEL WORKS, Hickory St., Utica, N. Y.

That Deep Cushion Effect

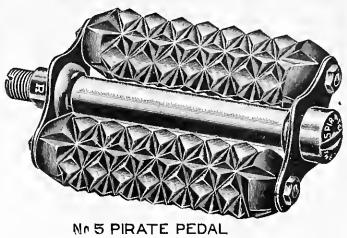
with generous corrugations that secure your foot-hold. A big, substantial, motorcycle-type pedal.

OUR No. 5 PIRATE

FAIRLY TALKS SECURITY AND COMFORT

Just take one in your hand and examine it. Try them on the road. Then you will appreciate the ***character*** of this pedal.

The No. 5 Pirate is up to the standard of our concern, leaders in the cycle industry from the beginning.



No 5 PIRATE PEDAL

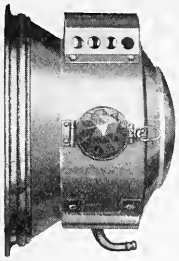
Our products for the cycle trade include:

Emergency Axles, Diamond E Spokes, Bridgeport and Standard Pedals, Sager and Standard Star Toe Clips.

The Standard Company
Torrington, Connecticut

201 X

No. 195



Solar Lamps

"SHOW the WAY"

Made in

KENOSHA

U. S. A.

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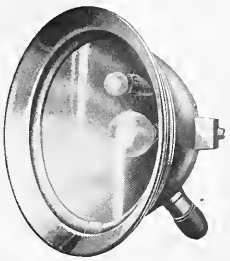
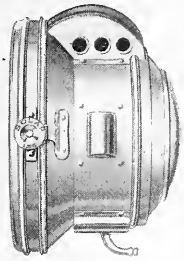


Price $5.00

Price $5.00

No. 156



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Honest Goods

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Honest Prices

Catalogues on request

New Models

New Prices

See Exhibit

Grand Central Palace

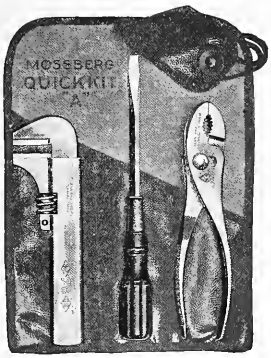
Space C-38

THE BADGER BRASS MANUFACTURING COMPANY

Kenosha, Wisconsin New York

Quick Kit "A"

Will make adjustments on any Motorcycle or Bicycle.



This set consists of three tools, each having a GOOD REPUTATION.

Mossberg No. 76 Sleeve Wrench

7½ in. Motorcycle Screwdriver

One pair of

Sterling 100 Nickel Plated Mirror Finish Slip Joint Pliers

Price $1.10

Tire Irons No. 710

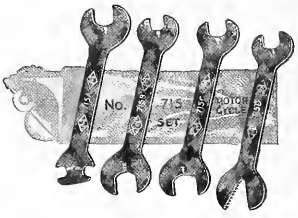
Save time, labor and strong language by using this No. 710 set. You can take off and replace any clincher tire without even soiling your hands.

Price 25c

For the money invested, this set will save its value many times over.

Motorcycle Engineers' Set No. 715

By far the strongest and lightest motorcycle wrench set made. Has eight regular and one alligator opening. Get a set today from your nearest dealer and if it is not all that you expect return it and your money will be refunded.



Send for Catalog 16 A

Price . . . . . 50c.

You can certainly depend upon MOSSBERG TOOLS, as they are Guaranteed under all conditions

THE FRANK MOSSBERG CO. ATTLEBORO, MASS.

KELLY HANDLE BARS

Standard of the World

WE MANUFACTURE BOTH STYLES

Divided Adjustable Bars

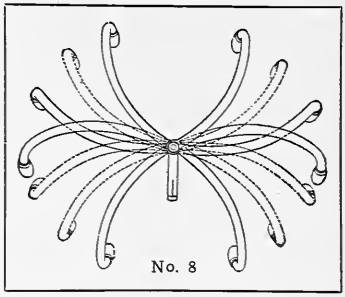
For High Grade Bicycles

Give You Any Position You May Desire and

Kelly One Piece : : Top : : Reversible Bars

Only Two Positions

For Cheaper Bicycles



OUR FINISH AND WORKMANSHIP IS THE BEST

Write for Prices

KELLY HANDLE BAR DEPT.

American Stove Co.

5017 Perkins Avenue **Cleveland, Ohio, U. S. A.**

LOBDELL

BICYCLE RIMS ARE BEST

THIS IMPRINT IS A

QUALITY GUARANTEE

SEE that it is on the rims fitted to your Bicycles, and on those you buy for repair work.

Lobdell Rims have been, and still are, standard factory equipment by reason of their quality, and our ability, financially and otherwise, to serve the trade satisfactorily.

MADE IN ALL TYPES AND STYLES **ORDER FROM YOUR JOBBER**

American Wood Rim Co.

Factories: ONAWAY, MICHIGAN
MERY-SUR-OISE, FRANCE

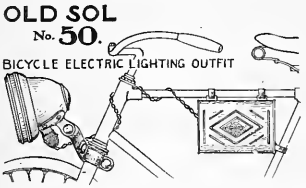
Stocks carried for jobbing trade at
48 WARREN STREET, NEW YORK, N. Y.
1801 SO. MICHIGAN AVE., CHICAGO, ILL.

USE ORDINARY DRY CELLS—SOLD BY DEALERS EVERYWHERE

COMFORT and SAFETY When Riding After Dark

"OLD SOL" Reliable Electric Bicycle Lighting Outfits

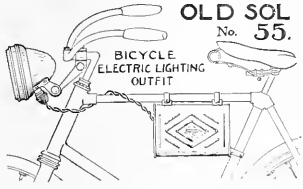
SOLVE THE PROBLEM



"OLD SOL" No. 50 Bicycle Electric Outfit embodies the latest improvements in design and new constructive features NOT TO BE FOUND in any other similar form of Bicycle Electric Lighting System.
SEARCHLIGHT. Large size, nickel-plated, with removable door. Heavy double thick door glass, silver parabola reflector. Lug for bracket re-enforced arranged for "O" head and "MF" forkside brackets.
SWITCH PLUG AND WIRING. Off and on type is operated in base of lamp. When shipping we place the switch plug, attached to 24 inches electric duplex cable with connections in battery box.
BULB is provided with tungsten filament, SPECIALLY FOR USE WITH NO. 50 OUTFIT. Edi-Swan base—2.8 Volt 2 C. P. Single Contact.
BRACKETS—Two complete brackets are supplied with each outfit. "MF" forkside bracket enables user to fasten lamp to front fork of either BICYCLE or MOTORCYCLE, enabling rider to obtain benefit of REAR RED SIGNAL. "O" bracket is attached to head of bicycle, enabling rider to direct the ray of light in front of bicycle.
BATTERY BOX—New type with many improvements. Arranged for two round No. 6 Dry Cells each 2½ x 6 inches, obtainable anywhere in garages, hardware and electrical stores, etc. Box is constructed from steel, neatly black japanned and color decorated. Equipped with two top bar and one rear bar straps, preventing box from swinging on wheel. Removable end towards handlebar with secret lock provides for easy replacement of batteries. OUR OUTFIT PRICE OF $3.00 DOES NOT INCLUDE BATTERIES.

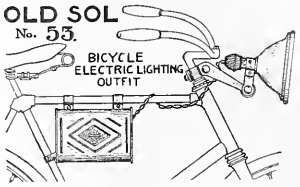
Price $3.00

The Final word in "SAFETY FIRST" for Bicycle Riders



"OLD SOL" No. 55 Bicycle Electric Outfit is very dependable and efficient in lighting qualities. Constructed along the same lines as No. 50 outfit, excepting the red rear signal in Searchlight and extra "MF" forkside bracket, which are omitted.
SWITCH PLUG OFF AND ON TYPE with 24 inches duplex cable and connections.
BRACKET—"O" bracket for head of bicycle is supplied as regular equipment. (See illustration). We will furnish the "OF" forkside bracket instead of the "O" with outfit No. 55 when requested. The "OF" forkside bracket is not adapted for use on motorcycles.
BATTERY CONTAINER—Arranged for two Round No. 6 Dry Cells, each 2½ x 6 inches. Equipped with three straps to attach box on frame. Black japanned with color decorations. OUR OUTFIT PRICE OF $2.50 DOES NOT INCLUDE BATTERIES.
BULB is provided with tungsten filament SPECIALLY FOR USE WITH NO. 55 OUTFIT. Edi-Swan Base—2.8 Volt—2 C. P. Single Contact.

Price $2.50

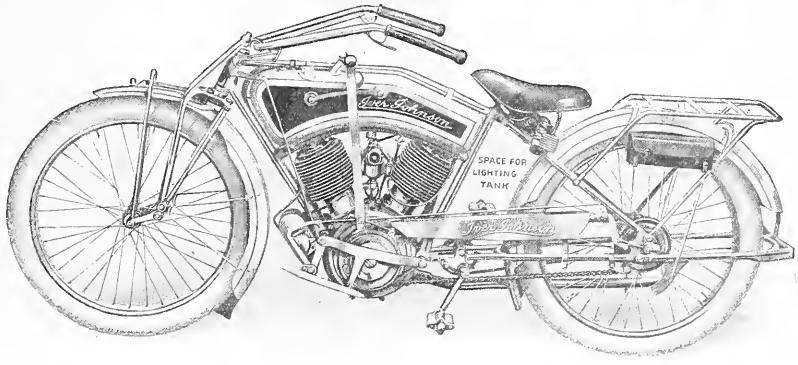


"OLD SOL" No. 53 Bicycle Electric Outfit is very efficient and of lasting quality.
SEARCHLIGHT—Large size—5 inches—drawn from one piece of metal. Parabola reflector, highly polished. Heavy double thick front glass is retained by a removable flat nickel-plated wire. Lug re-enforced and arranged for extra long "O" bracket.
SWITCH PLUG AND WIRING—Off and on type is operated at rear of lamp. When shipping we place the switch plug attached to 24 inches Electric Duplex cable with connections in battery box.
BULB—Provided with tungsten filament focused for the No. 53 5 inch lamp. DOUBLE CONTACT NOT ADAPTED TO OUTFITS NO. 50 OR 55. Edi-Swan base—2.8 Volt—2 C. P.
BRACKET—"O" head bracket, extra long, black japan finish is the only type supplied. Attaches to handlebar.
BATTERY BOX—Arranged for two round No. 6 Dry Cells, each 2½ x 6 inches. Constructed from steel, black finish with color decorations. Two top clamps and one rear strap to attach on frame of bicycle. Removable end towards handlebars with secret lock provides for easy replacement of batteries. OUT OUTFIT PRICE OF $2.25 DOES NOT INCLUDE BATTERIES.

Price $2.25

HAWTHORNE MANUFACTURING CO., 22 Spruce Street, Bridgeport, Conn.

IVER JOHNSON



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For 43 years the name Iver Johnson has stood foremost in the field of sport. For 30 years it has stood for America's finest in cycles. Any Iver Johnson agent will tell you how large is the selling power of that name. It signifies ABSOLUTE RELIABILITY.

That name appears today on America's finest motorcycle—a motorcycle conspicuous for its supremacy in FUNDAMENTAL QUALITY. The Iver Johnson carries the finest clutch, the only perfect valve mechanism, the most scientific crank and bearings. It's finished appearance is matchless.

It has the Speed—It has the Power—It has the Endurance **Five Different Models $150—$275**

Write for our big 1915 catalogue and agent's offer

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Stop Your Kicking

The only safe way to tell whether a tire has sufficient air in it is through the use of a reliable air-pressure gauge. No amount of kicking on the outside of a tire will tell what the air pressure is on the inside. Absolute certainty that you have the correct pressure in your tire means dollars in your pocket. It saves your tires.

Most automobilists know the value of a tire gauge. It is much more important to a motorcyclist. Motorcycle tires travel over the same road as automobile tires, but they hit the road at every angle—on the unprotected part of the tread as well as on the studs.

A TWITCHELL gauge is tire insurance and accident insurance. You are never really safe without it.

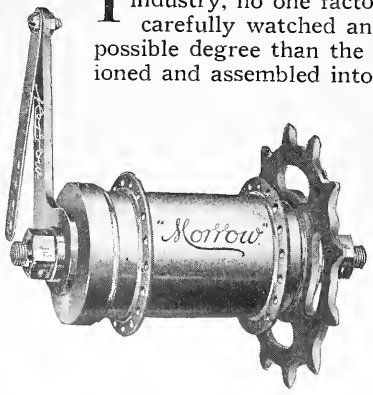
Invest a dollar now and get the TWITCHELL, with the new positive lock stop.

PRICE ONE DOLLAR

For Sale by Jobbers, Dealers, Garages or

THE TWITCHELL GAUGE CO., 1213 Michigan Avenue, Chicago

IN all the years that "Morrow" has been a hallmark in the bicycle industry, no one factor contributed to its success has been more carefully watched and more uniformly maintained to the highest possible degree than the workmanship with which each part is fashioned and assembled into a complete unit.



There would be very little sense in constructing an instrument so well designed for its particular purpose on a bicycle as the MORROW COASTER BRAKE out of the finest materials obtainable and sacrificing the workmanship employed in its making, for that would spoil its efficiency, undermine its usefulness, defeat its purpose and, worst of all, put the name "MORROW" on a plane with the thousand and one other mediocre contrivances with which the market is clutted.

The Eclipse Machine Company has been producing the MORROW COASTER BRAKE in great quantities for a period of fourteen years. The great majority of our employes have become coaster brake experts. Steady employment under the most favorable conditions, has tended to increase their efficiency, and to put their co-operative efficiency at a mark which would be hard to duplicate in any other plant.

Dealers:—If you have not received our attractive Eclipse Catalogue, write for one today.

ECLIPSE MACHINE CO., Elmira, N. Y.

Licensed Coaster Brake Manufacturers

Startling Prices on SIDE CARS for 1915

Our long practical experience and unique facilities for economical production enable us to out-distance all competition.

Built Like an Automobile

BAXTER SIDE CARS

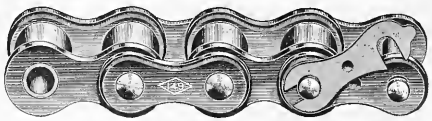
Luxurious comfort. Strong and reliable. Built for the severest service.

Not Exhibiting at the Show

This car is fitted with our famous chassis which made our 1914 the leading and most satisfactory car on the market. No frame replacements during the whole season.

THE BAXTER MANUFACTURING COMPANY, 90 Freeport St., Boston, Mass.

THE
"149"
DIAMOND CHAIN

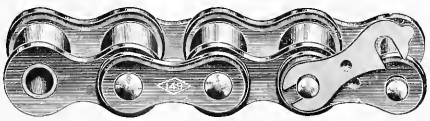


The chain that fills the demand not heretofore met for an extra strong, durable chain suitable for the high powered modern motorcycle.

Praised by dealers and riders who have used it on the different makes of machines.

Investigate for yourself by mailing the coupon now for free short sample.

Diamond Chain & Mfg. Co.
Indianapolis, Indiana



BW 1-5-15

BUY A PRODUCT MADE IN THE UNITED STATES OF AMERICA

Please send free short sample of your new Motorcycle Chain.

Name .....
Address .....
Dealer's Name.....
Dealer's Address.....
If dealer, state make machines handled here:
.....

J. W. GRADY & CO.

68 High Street, Worcester, Mass.

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1915

UNITED STATES

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NEW ENGLAND AND NEW YORK

DAYTON BICYCLES

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NEW ENGLAND—NEW YORK

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A Complete Line of Bicycle and Motorcycle Accessories

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20,000 Feet In Stock of One Size

Chains to Suit Service Requirements

STANDARD

Normal ***Strength Chain*** with minimum weight.

SPECIAL

New High ***Strength Service Chain,*** Medium Weight, for New High Power Machines and Commercial Service.

STARTER AND RACING

Strongest Renold could make. For use where strength is the principal requirement. Not for ordinary use.

Also Renold Bicycle Chains, etc. D. W. F. and Bismarck Steel Balls.

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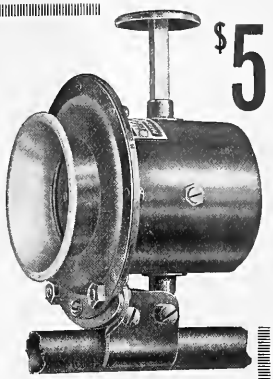
(Did you get that Booklet ?)

The Handphone TYPE C

An Absolutely Efficient Hand-Operated Horn for

: : Motorcycles : :



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Manufactured and Guaranteed by the Largest Horn Makers in the World

The Handphone is very easily operated—gives a deep, penetrating warning and is absolutely reliable at all times. Guaranteed for three years.

If Your Dealer Does Not Carry the Handphone—Let Us Send One on Approval

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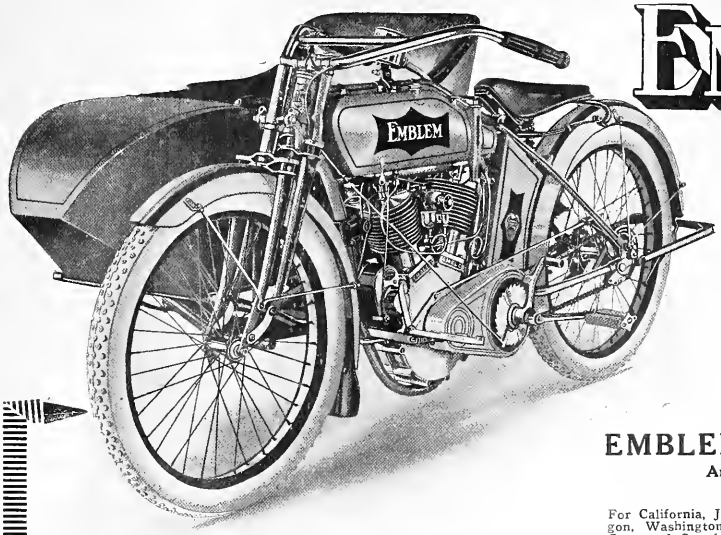
The Horn That Speaks for Itself

When You Order

the cleanest-cut, most serviceable and satisfactory motorcycle in the market this season, you will be doing a wise thing.



EMBLEM 1915

will justify your choice in every line of its splendid modeling. When you uncrate it you will be receiving into your family a distinguished guest; when you take it out for your first ride, and for your thousandth, you will find it a congenial companion. We claim that EMBLEM cannot be surpassed in any contest of speed, power, endurance or form. If this is not satisfaction, we do not know what is. Better have the EMBLEM catalog before you decide.

1915 EMBLEMS are equipped with the new EMBLEM Patent Kick Starter which has proven to be so superior to all other types. Ask us about this special feature and how your motorcycle might be equipped with it.

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Angola, Erie County, N. Y.

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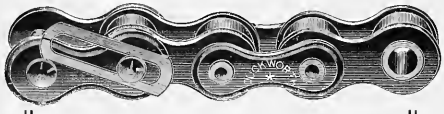
Duckworth Chains



For touring, for racing, for hard endurance contests, Duckworth Stock Chains have always made good.

You will find them used as regular equipment by the leading manufacturers.

You will find them used by the winning riders in all the big races.

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They are the kind that riders like to have on their mounts, because—they are the dependable kind, they are built for hard service.

They are built by manufacturers who are the pioneers in the business who have made a thorough study of steels and conditions, who have made more motorcycle chains than all others combined, who have had the experience.

They are the kind you should insist on having, the kind that always make good.

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Springfield, Mass.

LOOK AROUND

You will always find that **Stevens Motorcycle Accessories** give **absolute satisfaction** to their users. They all have real utility and are well made and attractively finished.

Dealers handling them are assured of a growing demand and permanent reputation.

New catalogue will be attractive. Shall we send you a copy?

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Manufacturers of High Grade Motorcycle Parts and Accessories

Sell the Genuine NEVERLEAK TIRE FLUID

SELL the one standard, time tested, absolutely reliable tire fluid, used by riders everywhere for healing punctures in bicycle tires. It's the one kind that gives positive satisfaction to all.

Heavily Advertised

Take advantage of the big advertising campaign on Neverleak Tire Fluid. It is sending thousands of riders into stores and repair shops looking for the genuine Neverleak in the green, white and yellow tubes, that retail for 25c.

You make a splendid profit on Neverleak and get valuable premiums in addition. Write for further information at once.

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A Tip for You

Don't select "any ignition," don't be misled by such broad terms as "high tension," "jump spark," or "magneto"—Insist that you be given a dependable, no-worry system—a Bosch Magneto.

No one ignition system is used on motorcycles as universally as Bosch Magneto.

Be Satisfied **Specify Bosch**

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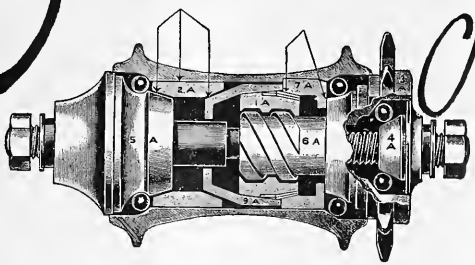
250 Service Stations

5 Points of Safety



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Riders want the best when it comes to a Coaster Brake. It means so much in a possible emergency.

Put an ATHERTON COASTER BRAKE on your wheel and feel absolutely secure!

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Stock Also Carried in New York at

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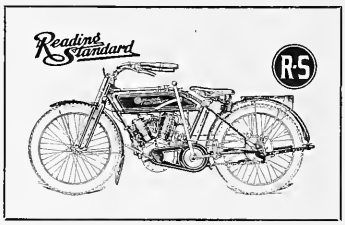
Go as far as you like in investigating all of the better motorcycles before selecting. All the time you will be on your road to ***this*** wonderful machine.



Model R 15— 5 h. p. Single Cylinder	$185.00
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All machines are equipped with step starters and Bosch Magnetos.

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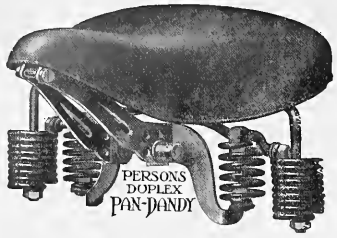

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"Vastly BETTER Than the Kind You Thought Was Best"

Dealers:

The greatest factor in successful merchandising is the wisdom of selling goods that give permanent satisfaction—for this method means repeat orders and business building. Quality goods bring quality buyers and quality buyers mean profitable business.

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are built to a standard—not to a price. They are expressly designed and made to give the rider maximum bodily comfort and thus produce lasting satisfaction. Riders having once tested the luxury and service-giving qualities of Persons saddles have not only become permanently satisfied, but have developed into the most enthusiastic boosters. A man will only recommend a **good** thing to his friends.

Persons saddles therefore are their own best salesmen and they put a strong punch into the saddle sales of any wide-awake dealer.

Our saddle sales have doubled in a year—have yours? If not, write for the Booklet—**"The Best Buy"—It will tell you why.**

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Worcester, Mass.

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PRODUCTS
Are Business Helps

Get Right with your customers by handling

DUTCH BRAND

Rubber Cements
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Branches and Dealers Everywhere

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wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

Morse Twin Roller Chain

NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

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Red Oilproof Tread

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NON SKID

The biggest selling of all manufacturers' brands of bicycle tires.

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MILLER TRIPLEX SIDE SEAT

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The Tire Pump supreme—turns the toil of pumping into a pleasure.

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Really a complete outfit for the care of your tires: High pressure pump, tire tool and a very convenient receptacle for the tire-repair kit.
Size, 11 in. over all, when assembled for touring. You pack your spare articles away in the pump cylinder. The handle serves a four-fold purpose, pump handle, tire iron, and protection for hose when outfit is assembled. In pumping up, you fit pump into special clamp connections on motorcycle.
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UNIVERSAL VALVES

SAME MARK REGISTERED APRIL 30, 1895

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All the Facts on All Lighting Systems mailed you on request.

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Abe Martin Says—

"Th' ranks o' th' down an' out are filled with fellers who nailed a hoss shoe over th' door instead o' puttin' a ad in a newspaper."

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Prompt and complete shipments

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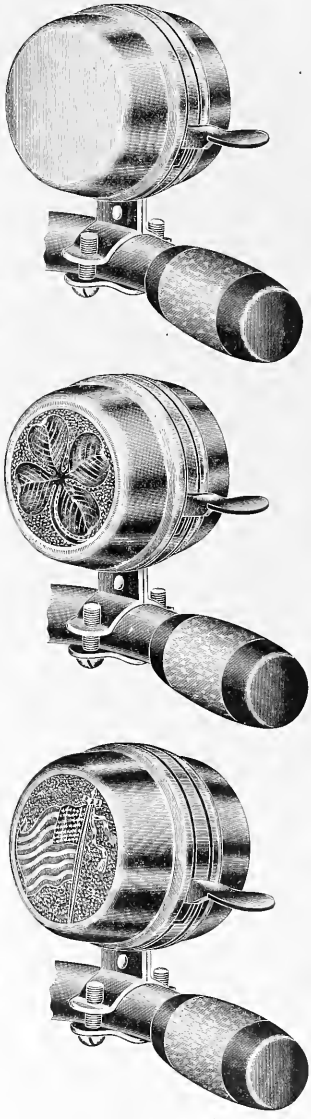

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Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
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Repairs Guaranteed. F. A. M. Shop.

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Open day and night for storage customers.
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THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

HARLEY-DAVIDSON SALES CO. OF NEW YORK.
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DISTRIBUTORS FOR
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COMPLETE STOCK OF MACHINES AND PARTS. ROGERS SIDE CARS.

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An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

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Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
185 3rd St., Milwaukee, Wis.
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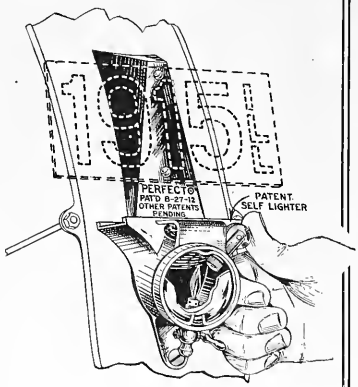
Perfecto Tail Lamps

embody the latest and best lighting ideas

Not Affected by Any Vibration—Fits Flat Against the Mudguard



Self lighting and comply with all legal requirements.

Will never shake loose or rattle.

Absolutely guaranteed.

DEALERS: Write for Our Selling Proposition which will prove a money maker to the live ones.

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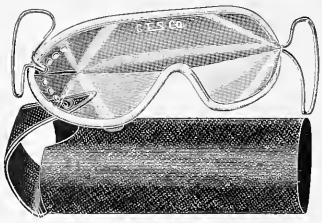
"DIMMER GOGGLES"—

For Day or Night Riding



A profit producer that will turn the dollars over faster than anything you've handled. Instantly popular with motorcyclists. They soften daylight to a restful tone and protect against the glare of headlights at night. Made in five colors and give an added joy to riding. Dealers: Get DIMMERS from your jobbers.

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A Quality Bicycle at a reasonable price

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10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order

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Two 1914 Twin Excelsior Demonstrators $150
Eight 1913 Twin Excelsiors..$100 to 150
One 1912 Twin Excelsior, Belt..... 85
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One Pierce-Arrow Single, 5 H.P.... 75
Range of prices according to equipment, $25 deposit, balance S. D. B. L.

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HENDERSON 4 cyl. motorcycle; fully equipped. Prest-O, head and tail lamps, horn, etc., overhauled with 1915 improvements. Cost $350, have bought a car will sacrifice for $150. C. S. LUDDEN, Treasurer, Peoples Savings Bank, Brockton, Mass.

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BROOKLYN and LONG ISLAND HEADQUARTERS 1915 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Write for catalog. "BOB" BRAZENOR, 1507 Bushwick Ave. and 1157 Bedford Ave., Brooklyn, N. Y.

FOR SALE—An established motorcycle business in a city of 225,000. Agencies, Thor and Flying Merkel; will inventory $2,000. Address Box D425, care Bicycling World.

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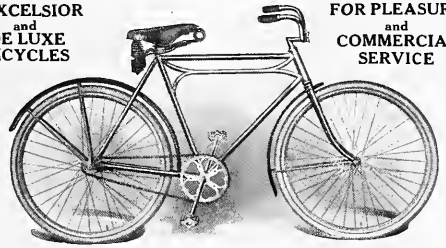
FOR PLEASURE and COMMERCIAL SERVICE



Our New Curvilinear Truss
Write for Catalog showing a full line of Standard Models
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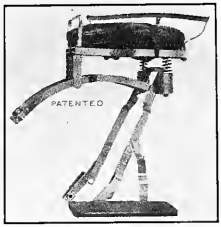
A SEAT WORTH WHILE for Your Motorcycle

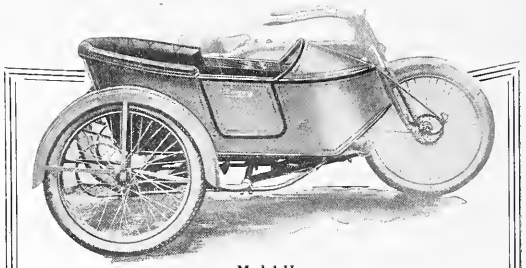


Built on an exclusive design. Constructed to be of the greatest possible utility. The cut gives no adequate idea of the comfort; you have to see and try the seat yourself.

Let us send you our booklet describing the most interesting and useful accessories ever made for your motorcycle.

Write for Our Catalog

FENTRESS-NEWTON MFG. CO., 253-255 Lafayette Boulevard DETROIT, MICH.



Model H

The Sidecar That Sells

—Because it leads all others in workmanship, durability, comfort, convenience and appearance. The new 1915—

Rogers
ROGERS MANUFACTURING COMPANY CHICAGO

"The Gentleman's Sidecar"

includes, in addition to all of last year's points of comfort, ease, and construction, a lowered seat, resting on metal walls 3 inches in depth. The "form-fitting" upholstered back fits every passenger, regardless of size or weight.

Five minutes are sufficient for attachment or disconnection by the new ball and socket method—an exclusive feature of the ROGERS.

Price, complete, $75—no extras. Write for particulars about the ROGERS Sidecar that sells, and stays sold.

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FEDERAL MOTORCYCLE TIRES "EXTRA SERVICE"

Federal Rubber Manufacturing Co. - Milwaukee

January 1st 1915

ANNOUNCING

THE BEARINGS COMPANY OF AMERICA

SUCCESSOR TO

J. S. BRETZ COMPANY, NEW YORK
FICHTEL & SACHS, LANCASTER, PA.
STAR BALL RETAINER CO. LANCASTER, PA.

F&S ANNULAR BALL BEARINGS
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GERMAN STEEL BALLS

Sales Department
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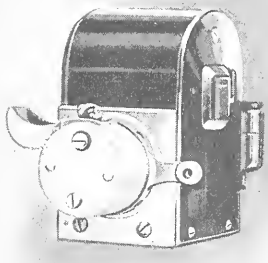
NEW YORK

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

Seasonable Greeting

"I wish to state that during the 303 miles of the Savannah Grand Prize, your DIXIE MAGNETO and SPLITDORF SPARK PLUGS never missed an explosion. We think the combination is the world's best motor ignition."

Such is Lee Taylor's greeting to the Splitdorf Electrical Company, in the course of his letter of thanks for the special money prize—incidentally a bonus, too—which the company offered for the winning use of its ignition in the season's classic road race.

And Lee Taylor's enthusiasm over the qualities of the new DIXIE is the most seasonable greeting possible to the motorcycling world in general—a new comer's instant vindication in the year's most strenuous contest, is pleasant news in view of the prominence the DIXIE will attain in the 1915 season.

It is vindication for the Splitdorf Electrical Company; it is vindication for the motorcycle manufacturers who have adopted the DIXIE for 1915 equipment and it is vindication for every motorcyclist who insists upon the DIXIE and SPLITDORF PLUGS—"the world's best motor ignition."

Let us send you an illustrated booklet giving details of the DIXIE MAGNETO. It's free for the asking.

SPLITDORF ELECTRICAL COMPANY

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MINNEAPOLIS.....34 S. 8th St
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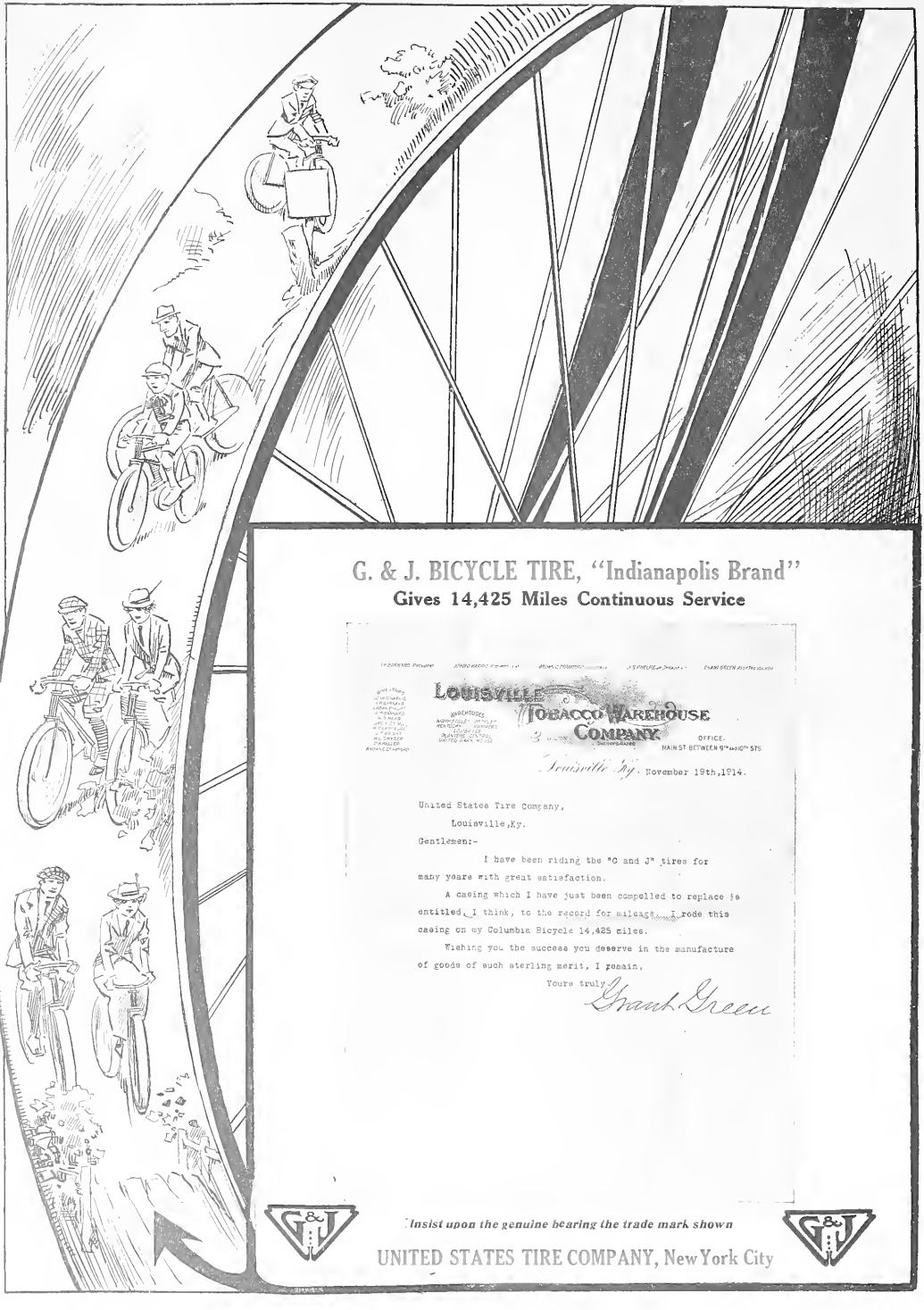


G. & J. BICYCLE TIRE, "Indianapolis Brand"

Gives 14,425 Miles Continuous Service

LOUISVILLE TOBACCO WAREHOUSE COMPANY

OFFICE:
MAIN ST BETWEEN 9TH AND 10TH STS

Louisville, Ky. November 19th, 1914.

United States Tire Company,
Louisville, Ky.

Gentlemen:-

I have been riding the "G and J" tires for many years with great satisfaction.

A casing which I have just been compelled to replace is entitled, I think, to the record for mileage. I rode this casing on my Columbia Bicycle 14,425 miles.

Wishing you the success you deserve in the manufacture of goods of such sterling merit, I remain,

Yours truly,
Frank Green

Insist upon the genuine bearing the trade mark shown

UNITED STATES TIRE COMPANY, New York City

The Bicycling World and Motorcycle Review

Founded 1877

38th Year | New York, January 12, 1915 | Ten cents a copy Two dollars a year

Read the Papers!

"Indian Motocycle" Hendee Manufacturing Co Springfield Mass U S A

It's all in the news from day to day that—

Railroads are taking on more men!

The building trade has taken an upward turn with a splendid outlook for spring business!

Wheat is bringing record prices!

Copper and steel industries show an upward tendency!

General manufacturing lines are assuming normal volume!

The Indian plant of 19 acres of floor space—largest producer of motorcycles in the world—is working overtime. Night work is the rule in a large number of departments, with an increased number of employees over a year ago.

That's how good business is with us!

1915 Catalogue Ready. You Know What That Means For Good Motorcycle Literature. 10 New Models Described and Pictured. Also Parcel and Side Car.

HENDEE MANUFACTURING CO., Springfield, Mass.

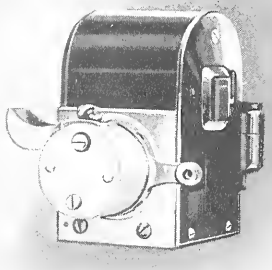
(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

New York's Verdict

There was no mistaking it—there *can't* be any mistaking it, any where, at any time or in any place—the DIXIE MAGNETO is the ignition evolution of the motorcycle world.

Motorcycle fandom turned out for the New York Show—the fame of the simple, effective DIXIE MAGNETO had preceded it first from the Chicago National Show, and, second, from its winning exploit in Savannah's Road Classic—and New York's verdict was unanimous!

Manufacturers, designers, dealers, users—the verdict's the same—the DIXIE MAGNETO marks as distinct an advance in motorcycle ignition as the modern motorcycle does to the "bone-shaker" of dim memory.

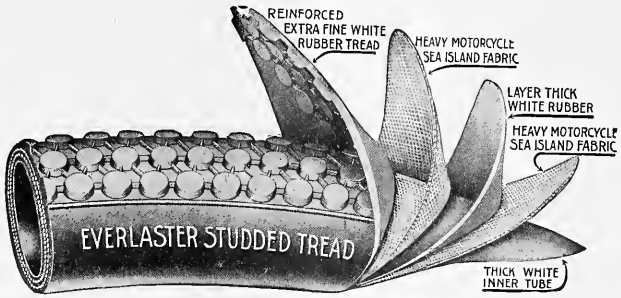
There is nothing surprising about this—simplicity is the kernel to DIXIE construction. Just an ordinary 10 cent screw driver, and the layman is equipped to take the magneto apart or to reassemble it!

Let us send you an illustrated booklet giving details of the DIXIE MAGNETO so that you can know for yourself the reason for New York's, Chicago's and Savannah's verdict. The booklet is free for the asking.

SPLITDORF ELECTRICAL COMPANY

ATLANTA.....10-12 E. Harris St.
BOSTON.....1112 Boylston St.
CHICAGO.....61-72 E. 14th St.
CINCINNATI.....811 Race St
DALLAS.....402 S. Ervay St.
DAYTON.....427 East 3rd St.
DETROIT.....972 Woodward Ave.
KANSAS CITY.....1827 Grand Ave
LONDON

LOS ANGELES.....1215 S. Hope St
MINNEAPOLIS.....34 S. 8th St.
NEWARK.....200 Halsey St.
NEW YORK.....18-20 W. 63rd St
PHILADELPHIA.....210-12 N. 13th St
SAN FRANCISCO.....1028 Geary St.
SEATTLE.....1628 Broadway
TORONTO.....469 Yonge St
BUENOS AIRES



Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

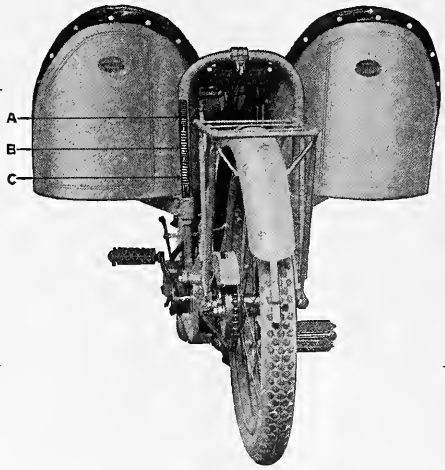
Kokomo Rubber Company

Kokomo, Indiana

What Show

have you to sell a prospect your 1915 model Motorcycle if your demonstrator is not equipped with a

The Silent Salesman



That Never Tires

Miller Triplex Side Seat

YOU know that the man in the market for a Motorcycle wants to be shown and the question is, "How are you going to show him?"

Suppose you had a Miller Triplex Side Seat on your machine. Suppose you had your prospect seated beside you, on a roomy, soft cushioned seat, resting against a high, form-fitting back and on a spring construction that is absolute proof against shock.

9 Times Out of 10

he is sold before he dismounts and the chances are he'll want a TRIPLEX in the equipment. It makes the machine practically irresistible.

Figure for Yourself

what it would mean to you to make a customer out of every prospect. Count up what profits have slipped through your hands last year by failing to convince your prospect. Then place this amount against the cost to you of one Miller Triplex Side Seat and use your own good judgment.

Fits all machines, in colors to correspond. First is the only cost. Guaranteed for three years.

Order Your Demonstrator Today. Send for Illustrated Booklet

HAVERFORD CYCLE COMPANY, 827-829 Arch St., Philadelphia, Pa.

BRANCHES: Philadelphia Washington Buffalo Atlantic City Newark Detroit Norfolk Cleveland

Realization Better Than Anticipation
Welcomed With Immense Enthusiasm

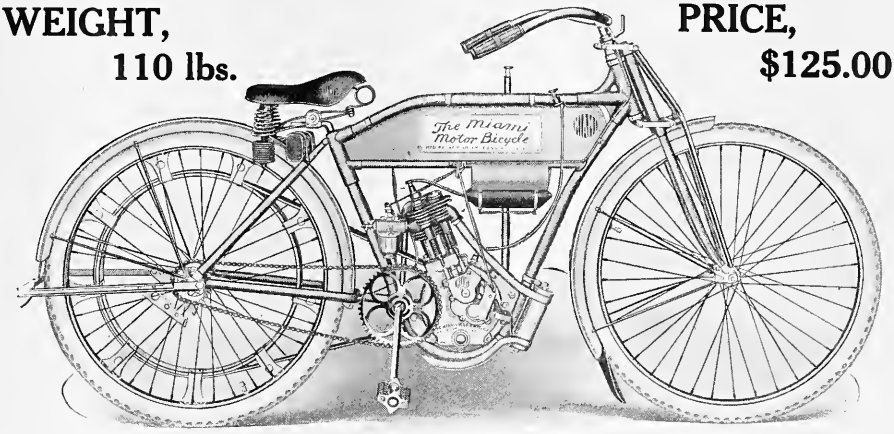
The Miami Motor Bicycle

SAFE - SILENT - CLEAN

"ONE HUNDRED MILES FOR TEN CENTS"

WEIGHT, 110 lbs.

PRICE, $125.00



Every One Stood Amazed and Satisfied

upon seeing the realization of his own ideals of a light weight, inexpensive motor-driven two-wheeler within the limits of every purse and filling a long felt want — ***for business or pleasure without trouble or effort.***

DEALERS STOOD IN LINE

waiting to secure the agency and place their orders. Hundreds of agencies closed in person, thousands of agencies requests received by mail. ***Have you written for our agency proposition?***

The Miami Cycle & Mfg. Co.

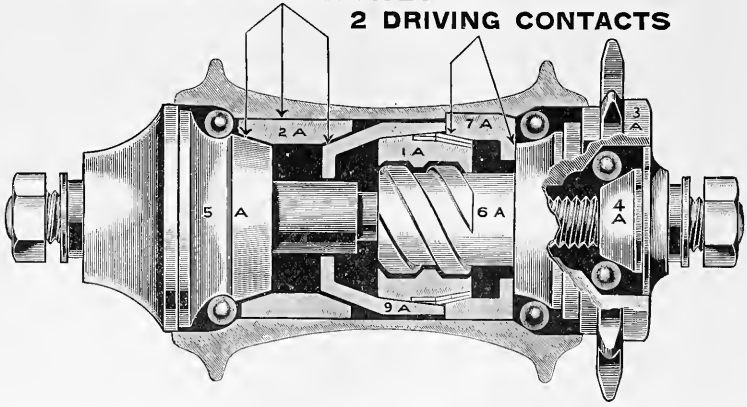
400 Mobile Avenue **Middletown, Ohio**

MECHANICALLY PERFECT

ATHERTON COASTER BRAKE

3 BRAKING SURFACES
2 DRIVING CONTACTS

1915



1915

Remember it is price, Plus quality, Plus ultimate service that gives money value to the rider,—not just talk.

Order ATHERTONS on your bicycles and let us send a line of sales helps.

Made by
BUFFALO METAL GOODS CO.
Buffalo, N. Y.

Distributors
D. P. HARRIS HDWE. CO.
48 Warren St., New York

Specify New Departure Equipment

We'll draw new customers to you
We'll help you to sell bicycles

Ask us for New Departure Sales Helps

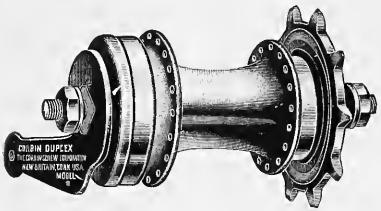
HOW TO WIN A BICYCLE
NEW-DEPARTURE
THE BELL THE BRAKE
NEW-DEPARTURE
COME IN AND GET A NEW DEPARTURE POSTER STAMP FOR YOUR COLLECTION
The Brake for Every Bike
NEW DEPARTURE COASTER BRAKE
THE BICYCLE IN WAR
STATE FAIR

1915 COASTER BRAKES, BELLS, HUBS, CYCLOMETERS.

NEW POSTERS, SIGNS, FOLDERS, BOOKLETS, AND NEW SALES PLANS.

THE NEW DEPARTURE MFG. CO. BRISTOL, CONN., U.S.A.

For Your 1915 Equipment Specify the—



CORBIN

Duplex Coaster Brake

"Corbin Control Means Safety Assured"

Its powerful grip will enable you at all times and in all places to keep your wheel under your absolute control.

Its durable construction and perfected design will not only furnish you with long, steady, efficient service but also smooth and practically friction-less action.

Its free wheel principle will enable you to keep your feet at rest on pedals when coasting, thus conserving your strength and increasing the pleasure bicycling.

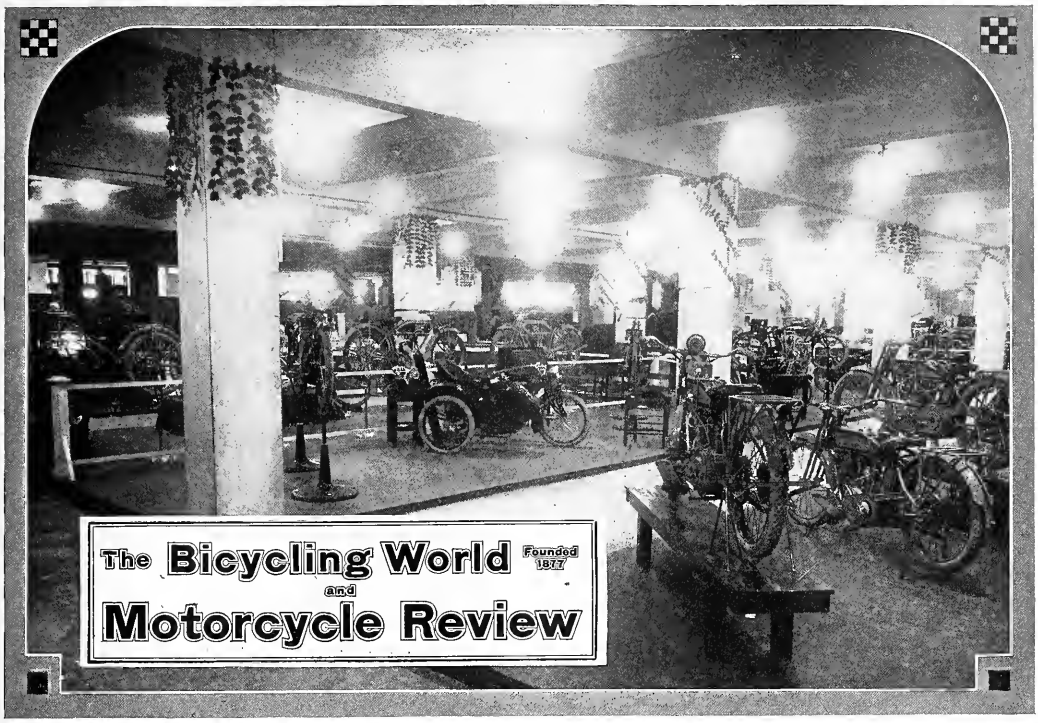
Corbin Duplex Coaster Brakes are sold and equipped by dealers everywhere. Thousands of bicyclists in all parts of the country are proving their quality and durability. Specify the Corbin Duplex for 1915. Illustrated catalog on request.

THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia



Vol. LXX | New York, January 12, 1915 | No. 17

The Week's News : : at a Glance : :

What Accessories Were at the Show, and What Was New

Cycle Jobbers Will Not Go to Pacific Coast for Annual Convention

Henderson Again M. M. A. President

Cycle Parts and Accessories Association Meets

F. A. M. to Register Riders in Four Classes

Sacramento Bids for F. A. M. Convention

McNamara and Verri Winners of Buffalo Six-Day Race

News of the Clubs

SPECIAL FEATURES

Adventures of John Prospect

Looking Over the Accessories

New and Interesting Accessories Were Revealed by the Exhibits in the New York Show—Refinements and New Models in Many Booths.

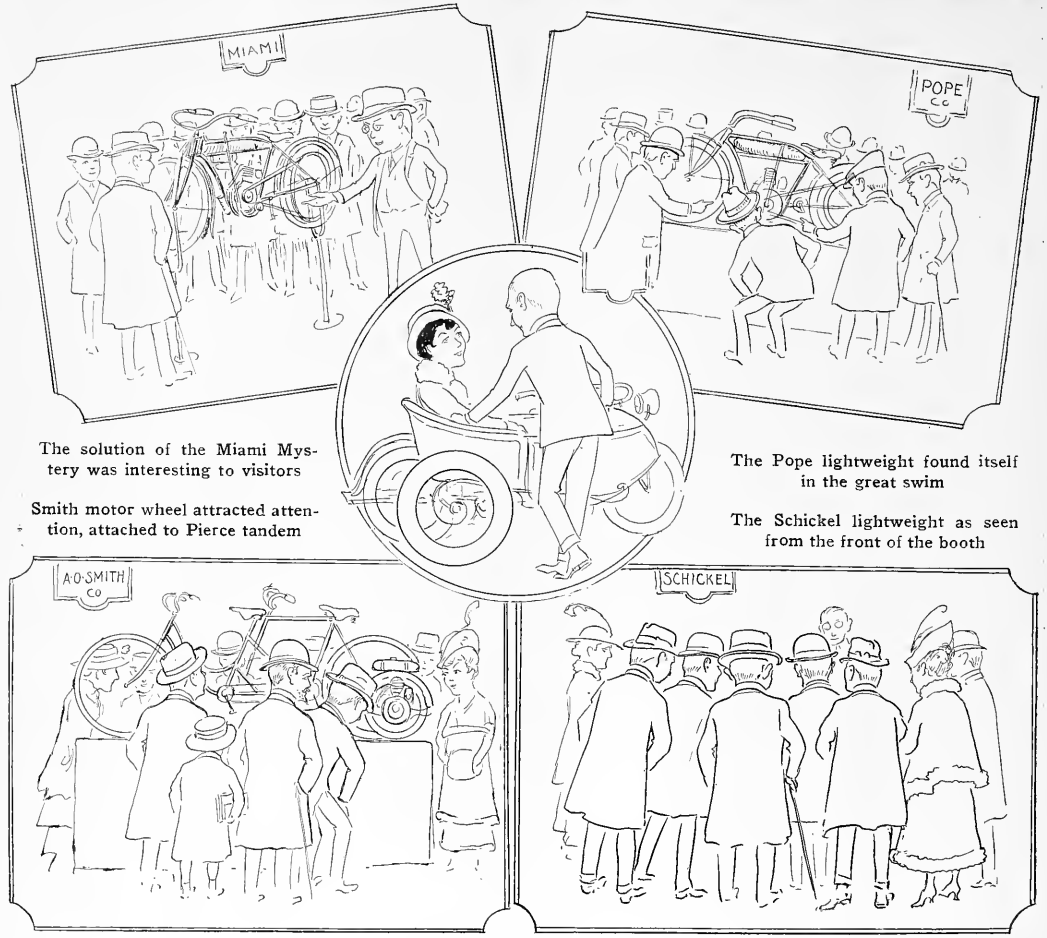
Although the word "accessories" does not appear in the title of the New York Automobile Show, the exhibits of "fixins" for automobiles and motorcycles greatly exceeded in number those of the motors to which they are accessory.

The cynical old bachelor who said the only thing a wife was good for was to hang clothes on, might have, if he had been present, thought that the chief use of the motorcycle was to have something to buy accessories for; but while equipping one's motorcycle with every little thing might be exceedingly fascinating employment, such full equipment could not increase the efficiency of the mount any more than a silk attired wife could cook and better than one in calico.

All said and done, the study of accessories consumed the greater part of the visitors' time. The motorcycle exhibits themselves numbered 13. Their merits and improvements, although manifold, were readily learned owing to the convenience of the grouping and the excellence of the display, but after the visitor had absorbed to the full the story of the motorcycle he then was obliged to roam over the entire remainder of the building to hunt for the interesting accessories. They were everywhere and their name was legion.

They ranged in costliness and elaborateness all the way from a new form of rubber patch to cure a puncture to a complete electrical outfit containing in one device ignition, starting, illumination and warning.

And then there were devices intended to make the motorcyclist a more soci-



The solution of the Miami Mystery was interesting to visitors

Smith motor wheel attracted attention, attached to Pierce tandem

The Pope lightweight found itself in the great swim

The Schickel lightweight as seen from the front of the booth

able being. There were tandem attachments and side seats and twin seats, many of them guaranteed to be as comfortable as rocking chairs and safe for use in any form of skirt.

There were carriers for the front of the machine and the back of the machine, big enough to carry heavy merchandise and small enough for a lunch box, and there were the lunch boxes themselves, fitted with vacuum bottles and knives and forks and dishes and all sorts of appetizing utensils for a crowd of two or even more.

The methods of saying "Please get out of the way" by mechanical means were so numerous that they suggest the versatility of the man who names the sleeping cars, and these are actuated by electricity, compressed air, exhaust gases or even a modification of the old method of filing a saw. There is the warning courteous and the warning raucous and all the different degrees between.

Man is naturally an argumentative creature, and perhaps, therefore, one of the purposes of having a speedometer is to prove to the cop that it wasn't so, although when brass buttons are out of sight it is also mighty convenient to have one of these efficient little devices to prove that your motoh can do 72 when it's wide open.

The public always likes to have something that moves in an exhibit, but this was not the only reason why they crowded around the interesting exhibits of the magneto companies. There was a marvelous fascination about the recurring flashes of the plugs and these exhibits were most ingeniously arranged to show the efficiency of the several systems.

Now that the output of motorcycles is becoming so large, many manufacturers of accessories are holding out the right hand of fellowship and claiming to have been right there with the mitt all the while. This is particularly noticeable with the carburetter manufacturers, some of whom have in the past ignored the motorcycle field, but who are now coming readily to the front with special motorcycle models. Some of the motorcyclists are like the small boy who never knows what to do with his feet, and for these have been provided rests which are as comfortable as the old-time carpet slipper and apparently as hard to wear out.

There were many other exhibits of accessories which are interesting to manufacturers and which do not concern to such an extent the rider, these including improved forms of bearings, hubs, spokes, rims, frames and other parts and fittings, and the time to see all these many improvements was in the morning before the public began to fill the aisles, as they did in the evening, but for those who did not attend the show at all and for those who passed rapidly down the aisles we have made a minute study of all that was shown, which is presented in the following pages.

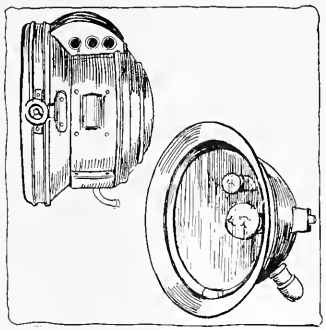
What the Accessories Booths Disclosed

Several Carbureters, Horns of New Design, Improved Lamps, Seats and Tire Equipment Made Their Initial Appearance—Efficiency of Other Products Has Been Increased by Refinements

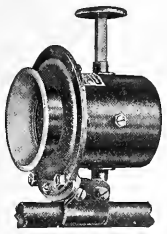
Henry T. Adams & Co., Chicago—This company displayed, in addition to several of their specialties, a vulcanizer which should, and undoubtedly will, find favor with the discriminating motorcyclist, the rider who purposed repairing his own tires and knowing the repair to be a permanent one. As part of the verbal demonstration of the device, which is known as the Quick Action Vulcanizer, 38 reasons for its adoption are given. Among other claims are that its results are obtained in one-third the time necessary with other devices used for the same purpose, and that the cost of operation is one-fifth of a penny an hour. A detailed description of the vulcanizer containing the reasons for the adoption of many of its exclusive features could not be contained in less space that would go to make up an extensive pamphlet. But its features are many and its introduction to motorcyclists will go a long way toward encouraging home-made repairs of tubes and casings.

Asch & Co., New York City—Prominently displayed among the scores of accessories and supplies which this concern deals in, was the Edelmann tire gauge, a simple mechanical device for showing the tire pressure. Not the least interesting feature of the display and one which was a convincing demonstration of the accuracy of the gauge, was the mechanical arrangement for showing its operation. From a long cylinder containing a tight fitting piston, the latter actuated by a threaded rod and wheel, pipe fittings were arranged, connected with a large standard air gauge, and with an opening for the incorporation of the tire gauge. By turning the wheel the air in the piston was compressed and the pressure indicated on the large gauge was the same in every case as that shown on the gauge for tires. The forcing in or letting out of the piston was instantly reflected on the gauges and proved convincingly that the recording was accurate.

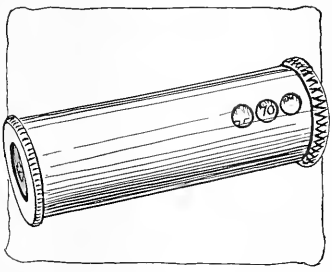
Automobile Supply Mfg. Co., Brooklyn, N. Y.—This concern showed their full line of warning signals, and, of course, amongst them was the new mechanical horn for motorcycles which has been christened the Handphone. This is a small, easily operated signal, which emits a clear, powerful warning without having the piercing tone that has done so much to bring motorists of both the two- and four-wheeled vehicles into frequent disfavor. The instrument is operated by a slight pressure and gives an instantaneous response. It is warranted for three years, during which time it will need no adjustment. Its life is very much longer than the period covered by the guarantee. The price of this horn, which formerly was $6, has been reduced to $5.



Badger electric lamps



A new horn—the Handphone



The Edelmann tire gauge

Badger Brass Mfg. Co., Kenosha, Wis.—A new electric lamp for either motorcycles or bicycles, but intended primarily for use on pedalled machines, was shown by the Badger people, who offered the newcomer with all that would go with it to make it entirely practical for bicycle used. The equipment consists of battery box, wiring and switch connector. The lamp itself differs from its strictly motorcycle prototype only in that it is smaller. Many of the lamps shown at this booth were equipped with nitrogen-gas filled electric bulbs, which may be secured from the Badger people. These offer a greater radiance in the same candlepower than the carbon bulb. In addition to the booth display the Badger product was seen on the motorcycles exhibited in the spaces occupied by the Emblem, Harley-Davidson, Thor and Excelsior machines, in all of which the head and tail lights were Badger made.

The Bosch Magneto Co., New York, had one of the largest displays of any accessory manufacturer and one which offered great opportunity for study on the part of the scientifically inclined visitor. Each of their models was shown in its application tot the various characters of engines, such as the motorcycle twin or the automobile four-, six- or eight-cylinder engine. The underlying principle of the entire display was, however, that which has been so frequently impressed on the motorcyclists, the great reliability of the Bosch methods of ignition. The entire exhibit occupied an area of 1,176 square feet and in addition to the display of ignition apparatus they also showed their starting and lighting outfits.

It will be recalled that since last year the Bosch Magneto Co. has acquired the Rushmore Dynamo Works and have added to their own line the interesting lamps and headlights formerly marketed under the Rushmore name.

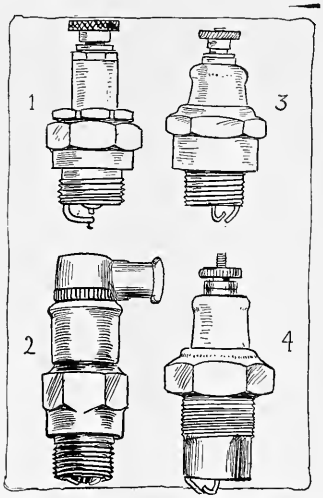
The arrangement of the booth and its

management during the show were, of course, the work of A. H. Bartsch.

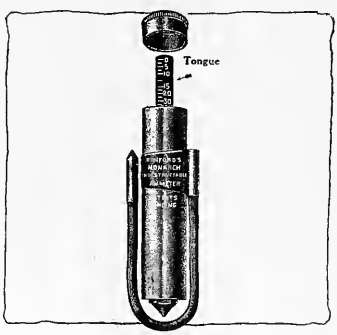
Benford Mfg. Co., Mt. Vernon, N. Y.—Panel boards permitting of a comprehensive display of the product of this well-known concern occupied the greater part of the booth. Various demonstrating devices had been designed which served to attract attention to the display at the same time offered the opportunity of showing in detail the construction of the various devices. One of the newcomers which is bound to find favor is a small, compact, indestructible ammeter, which in appearance is not unlike a tire gauge. Instead of a dial and hand the indication is found on a measure which literally pops up out of the top of the meter when the poles are connected to the source of the current. The principle employed is that of a solenoid and it is not necessary to make contacts positive to positive or vice versa. Any contact serves to obtain an immediate reading.

Champion Ignition Co., Flint, Mich.—Two new plugs for motorcycle use are the offering of this company for motorcyclists at the New York show. One of the newcomers is an exclusive design for use on Harley-Davidson motorcycles only, while the other is for all machines. The difference in the two is in the design and not in the method of construction. Both plugs are made of porcelain by a new process which provides for expansion at time of assembly; the product therefore is not affected by heat, while the short, compact and large diameter of the porcelain withstands the vibration, which has proved the destruction of many so-called motorcycle plugs.

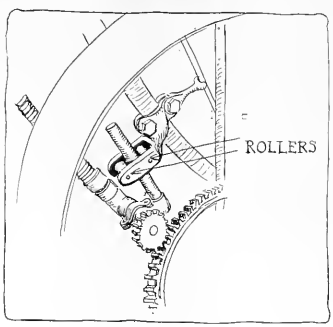
Corbin Screw Corporation, New Britain, Conn.—Coaster brakes and Corbin-Brown speedometers, of course, predominated at the space, but the most interesting demonstration was the specially constructed apparatus for showing how the speedometer drive was not affected by road shocks. To accomplish this an electric motor was installed in a motorcycle frame from which the power plant had been removed, the motor serving to revolve the front and rear wheels. While the wheels were revolving the demonstrator, through the use of a hand lever, imparted to the frame the same shock that would be encountered while traveling at high speed over a rough road and called attention that the new roller bearing so governed the adjustment of the speedometer drive shaft that whatever the position into which the forks were forced the contact between the speedometer shaft and shaft drive wheel remained unchanged.



1—Champion Spark Plug Co.'s J-D. 2—Herz Plug with protector. 3—Champion Ignition Co.'s motorcycle plug. 4—Champion Ignition Co.'s Harley-Davidson model



Benford's Monarch ammeter



Corbin-Brown speedometer

Dixon Crucible Co., Jersey City, N. J.—This company showed the entire line of Dixon prepared graphite in a large space on the third floor. Preparations for chain lubrication were among the exhibits and graphite lubricants for two- and three-speed gears were demonstrated in a gearcase, through the glass cover of which could be seen the action of the lubricant in relation to the moving gears.

Dunham Piston Ring Co., New York City—A feature of the piston ring display of this concern was the motorcycle piston ring which the Dunham people believe will be used extesively this year. It has a sealed joint and its spiral tension is such as to prevent leakage very effectively.

Eclipse Machine Co., Elmira, N. Y.—With a full line of free engine clutches, coaster brakes, two-speed gears and hubs the booth had much of interest to those who recently have come into the motorcycle field, while to the old-timers the opportunity was presented of meeting again the Eclipse representatives who were present.

Fentress-Newton Mfg. Co., Detroit, Mich.—Tandem attachments, fittings and warning signals comprised the exhibit. An Indian motorcycle was used as the setting for the F-N line and on it was displayed a side saddle, tandem seat with hand hold, horn and carrier. Near at hand was the new Harley-Davidson Prest-O-Lite tank holder and the luggage carrier for use on Excelsior machines.

Fitzgerald Mfg. Co., Torrington, Conn.—Prominent in the display of this concern was a motorcycle horn, which is designated as the Clero Mechanical Signal, Model M. In the construction of this signal all gears are eliminated, which for all time will prevent rattling and its accompanying annoyance. The horn is guaranteed to stand up and give satisfaction indefinitely and any wearing part which becomes defective will be replaced. The method of attachment to the motorcycle is extremely simple and can be effected in two or three minutes.

Peter A. Frasse & Co., Inc., New York City—Of especial interest to motorcyclists in the line of Renold chains which were shown in this exhibit were two chains which are intended to eventually supersede two of the most popular members of the family. The new models are numbered 8198 and 8199, which are to take the place of 7198 and 7199 respectively. Both the 98's have a $\frac{5}{8}$ pitch and are $\frac{1}{4}$ inch wide, while the 99's are of $\frac{5}{8}$ pitch and of $\frac{3}{8}$ width. The side

links of the new models are considerably stronger than the old and the whole chain gains in strength without, however, adding enough weight to it to take from it the distinction of being the lightest high strength service chain on the market. These new chains are intended for 1915 and later models, while the others will continue to be supplied for models earlier than 1915.

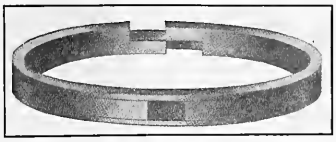
Gabriel Horn Mfg. Co., Cleveland, O.—A sidecar shock absorber has been added to this company's line of signalling devices and automobile shock absorbers, and it is constructed along lines similar to the latter. The spring within the coil expands and takes up the slack in the belting as the car springs compress. When the rebound commences the coils of the belting begin to tighten and create friction on the band of brass between them, thereby creating a resistance that augments as the coil compresses the spring within it. By this action the springs are steadied and controlled and caused to regain their normal position gradually without stop or jerk.

Garford Mfg. Co., Elyria, O.—Horns and speedometers occupied the space and of interest to motorcyclists was the new high frequency oscillating motor type with single field winding and two way return. In contradistinction to the usual pierced form of diaphragm, which is sealed with a lug or stud, this horn gives its tone volume through a free diaphragm.

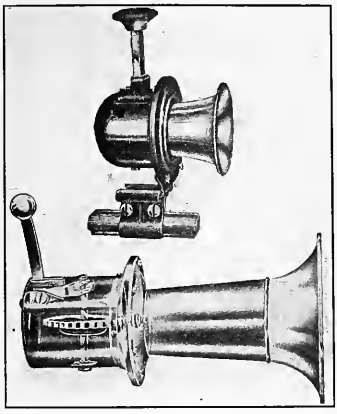
Hartford Machine Screw Co., Hartford, Conn.—A comprehensive display of spark plugs for all types of engines were shown at this booth, and it was explained that the feature of the product which was new would be found in the heavier porcelains which now are being used.

Haverford Cycle Co., Philadelphia, Pa.—The Miller Triplex Seat was exhibited. With several specimens of this accessory was the seat attached to a service-worn Excelsior twin on which J. L. Miller, the inventor, and Kayser, his companion, made their trip of several thousand miles last fall. The trip embraced the Chicago show, at which point 1,940 miles had been covered. The total mileage so far recorded on the speedometer of the outfit ridden by these indefatigable commercial tourists is 6,504 miles—and more is promised.

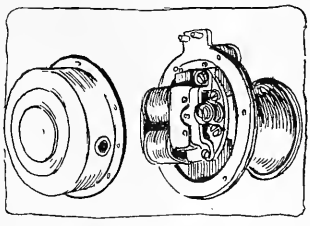
Leather Tire Goods Co., Niagara Falls, N. Y.—Besides displaying a complete line of heavy chrome leather tire boots studded with flat head rivets on the middle part, the Woodworth Motorcycle Tread



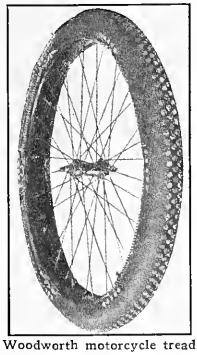
Micro piston ring



New Clero (upper) and Sparton horns



Garford's electric horn, Maxo II



Woodworth motorcycle tread

was also shown. This was made up of a strip of band of specially treated waterproofed chrome leather, studded with steel rivets. This tread, which covers the tire completely, is held on the tire by coil springs which connect together, forming a complete ring on each side, and constitutes a safeguard against puncture and skidding.

Marathon Tire Sales Co., New York City—Tires and inner tubes—also a few ill-smelling rubber "hams"—so displayed as to be easily accessible for the inspection of visitors were found in the booth of this concern. This year will find an added effort made by the Marathon people to increase the use of their tires on motorcycles. Previously it was incorrectly stated that the Weaver-Ebling Co. would distribute in New York, New Jersey and Connecticut. This territory will, as a matter of fact, be covered by the Marathon Tire Sales Co., New York city, acting as distributers for the manufacturers, while the Weaver-Ebling Automobile Accessories Co. will take care of New York city. In the booth were Owen Monahan and M. F. Fanchon.

Max Machine Co., Clinton, Mass.—Crowds gathered around this stand to see the demonstrator use the Magic Clincher tool to get off tires quickly. It was explained to spectators that by employing this tool it is impossible to pinch the inner tube.

McQuay-Norris Mfg. Co., St. Louis, Mo.—This concern had a well-planned display of their "Leak-Proof" piston rings. In the rear of the booth was an oak board on which a picture of a car going up hill was made up of large and small piston rings; on the board was placed this slogan in piston rings: "Takes the slant out of hills." The method of taking the slant out of hills by means of these piston rings, as is perhaps known to most of the trade, consists in so combining two eccentric rings as to make them one concentric ring, which produces an equal bearing on the sides of the piston grooves, exerts a uniform pressure against the cylinder walls, and is absolutely leak-proof because the ring is concentric and therefore hugs the bottom of the groove all the way round. In the booth were L. F. McQuay, H. B. Marsh, E. H. Hill and A. J. Mummert, engineer of the company.

Metal Specialty Co., Chicago, Ill.—Though this booth was arranged in a fashion to attract attention, there was only one product that would interest the motorcyclist, and that was the "Presto" trouble lamp. This was made up of a dry battery, any dry battery

(Continued on page 19)

MIAMI SALES FORCE GOES OUT TO SELL NEW MODEL

Dinner at Middletown Sees Miami Salesmen Gather to View Newest Lightweight Model, the Motor Bicycle

At a dinner given to the sales force of the Miami Cycle & Mfg. Co., Middletown, O., which was gathered together December 29th at the factory to see, for the first time, the Miami Motor Bicycle, pointers were given regarding the new product and the sales policy to be followed in placing it on the market.

The salesmen remained at the factory until January 2nd, when they started out into their various territories. They were enthusiastic over the new machine and eager to get into their respective fields to put it before their trade.

Salesmen from many states were present at the dinner. C. A. Van Doren, the New England branch manager, will confine his efforts to the New England territory, and will have as his assistant, George Schueller. E. W. Adams, western sales manager, will continue with the coast trade, assisted by J. E. Steuer. Through the Southern, Eastern, Atlantic and Gulf states, W. Kent Thomas will travel. The trade in western New York and western Pennsylvania will be taken care of by R. D. Webster. R. H. Smith will have as his territory eastern New York and New Jersey, while H. A. Gliesman will look after Delaware, Virginia and eastern Pennsylvania. Assisted by George Strodtbeck, W. M. Sheets will travel through Ohio, Indiana, Kentucky and Illinois. F. P. Lee will also have an assistant in the person of D. R. Jones, and will cover the states west of the Mississippi as far as Nevada and north of Oklahoma.

W. J. Walker Becomes a Dealer

From the Harley-Davidson factory comes this news item concerning W. J. Walker, who has been manager of their Boston branch since the New England headquarters of the Milwaukee factory was established there.

Walker has resigned his position to devote all his energies to the retail trade. He becomes the Harley-Davidson dealer for Boston, and Jes Campbell succeeds him as manager of the New England branch.

The Harley-Davidson headquarters will continue to be at 74 Huntington avenue, which is an excellent location owing to the heavy motor traffic and the street car line to Fenway Park, which is the stamping grounds of the champion Braves. Walker intends to have a separate store to handle used machines and his repair business because Huntington avenue being in the apartment house district is forbidden ground for gasolene and open fires.

In going into business for himself Walker is following in the footsteps of W. J. Ruhle, who was for long one of the ablest salesmen of the Milwaukee factory and is now in partnership with Irs Malcom in Albany, N. Y.

Elyea-Austell Breaks Even With Fire

When the smoke and flames were cleared away from the Elyea-Austell Co. of Atlanta, Ga., one of the largest bicycle and automobile supply houses in the South, the reports circulated as to the extent of the damage were rather hazy.

The Elyea-Austell company has issued an official statement of the loss incurred in the fire.

Their inventory at the time of the fire amounted to $107,000 or $108,000. The insurance held by the company amounted to $92,000. Most of the office equipment, valued at about $6,000, was saved from the flames, and the salvage is expected to reach $6,000 or $7,000. Almost the only loss to the company will be the business loss resulting from the time necessary to get into new quarters, and get a new stock, besides maintaining the payroll.

At the present time they are filling all orders for everything except Elco special brand goods.

As soon as they can find a satisfactory location they expect to resume their wholesale business upon a better basis than ever with an entirely new stock. They will not re-enter the retail field.

Svensgaard Factory in Detroit

The Harry Svensgaard corporation has established a factory in Detroit for the manufacture of the chassis for the new style sidecar which is just being put on the market by that company. The designs, which already have been illustrated in Bicycling World and Motorcycle Review, are complete and the manufacturing will begin within a few days. The bodies already are being turned out in considerable numbers at the factory of the automobile body company which took the contract to furnish them.

The chassis is a combination of the best features of the chassis of the older sidecars. Svensgaard and his assistants designed it, as well as the other parts of the sidecar.

PROSPECTS BRIGHT FOR EARLY SALES IN DETROIT

"City of the Straits" Begins Yearly Buying Early—Motorcycle Dealers Must Hustle Now, Not Later

Detroit motorcycle dealers are sending out hints to the manufacturers whom they represent that it will be a good idea to figure on getting as large shipments as possible to Detroit stores early in the season, for the reason that in Detroit 90 per cent of the motorcycle business is done before Memorial Day After that the recreation seekers of the city take to the river and the lakes. The man who has not purchased a motorcycle before that time is a better prospect for the following season than the current one, for he is spending his money in yachting, "moonlight" excursions, lake trips and so on.

The outlook for now is for an earlier trade than ever and of a better class than ever. "Never before have we had such nobby looking prospects calling to look at the new models," said H. D. Purinton. "Nor never have we had them calling so early. Generally the trade opens up in February, but this season it already has opened. A motorcycle for a Christmas present is somewhat of a novelty. I have just sold an Indian, 1915 three-speed, with Prest-O-Lite and other equipment, bringing the price up to $300, to a man who requested that it be delivered at his residence Christmas Eve for his son. The machine is a dandy; the terms were cash, and the buyer of just the high class that we like to sell to. I'll venture to say that that sale will bring us considerable more business, for the young man's friends will discover what a useful machine a motorcycle actually is. The evidences are multiplying that the high-grade motorcycle, with a high-grade sidecar, will hereafter compete very well with the cheap automobiles."

Portland, Ore., Agency Moves

The East Side Motorcycle Co. of Portland, Ore., agents for the Flying Merkel, have moved to their new one-story building at 44 Grand avenue. They anticipate this move will add greatly to their business during the coming year.

Trenton, N. J., is planning to add more motorcycles to its police department in the spring.

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NEW YORK, JANUARY 12, 1915

EXIT THE SHOW—ENTER THE DEALER

On Saturday the doors of the New York Show were closed, and the last big display of the season ended.

At the show, the dealers, jobbers and agents who thronged the booths to see all that was new in machines and their accessories had an unrivaled opportunity of examining for themselves the latest developments in motorcycle design, the latest word in finish and the last provision for the comfort of the rider. Besides meeting with the people whose products they are selling and probably "getting together" on many new schemes for making sales during the coming year, the dealers learned many things from comparison of the new models and from exchange of ideas with other dealers that will be money in their pockets during the coming selling season.

What is the dealer going to do when he reaches home and his own store? Is he going to sit down by the stove and tell his wife and the kids how fine the new models are? If he does that and nothing more he is going to deprive his family of many comforts and necessities which he could get for them if he went out and hustled in the right way!

How is he going to hustle? It doesn't do much good to just go out and raise a rumpus without any idea as to what he is doing.

The first thing he ought to do is to get some of the new models in stock. People want to see them and examine the goods for themselves. The best way to let them do this is for the dealer to organize a show of his own, get several of the new models to exhibit, dress up the shop a little better than ordinary, and send out invitations to all prospects and near-prospects that he knows to come and have a good time.

The dealer hurts himself by holding back on ordering new models from the factory. Suppose that he has orders for four or five machines for spring delivery that are being paid for on the installment plan. Suppose that instead of ordering these machines now and having them on view for everybody to see and admire, he does not order them from the factory until spring. What is the result of this? First the delivery to the customer is delayed—which he does not like, and often leads him to go over to the other fellow's for a machine. Second, the factory does not get the orders it wants early in the season—it gets no support from the dealers just when it needs it most, and consequently it cuts down the output. Now, if a bunch of orders comes in in the spring the factory is not prepared to meet the demand for the finished product and shipments are delayed. If the dealers look at the matter squarely they see that it is not fair to the factory to hold back their orders because the dealers are afraid to tie up so much money.

A TIMELY WORD ABOUT STOLEN MACHINES

At the end of the year Secretary Gibson of the F. A. M. made up a list of all the machines which had been reported as stolen during the past year. They numbered slightly over two hundred, representing a rough value of around forty thousand dollars. Probably half as many again were stolen that were not reported to the national organization.

The stolen machines evil his been put squarely before riders and dealers in the columns of Bicycling World and Motorcycle Review many times. We have spoken about it time and again in the editorial page, in the news columns and the riders' notes. It is a serious matter, the theft of nearly three hundred motorcycles during the year. F. A. M. President Coffman has said that over three per cent of all the machines sold are stolen. This means that one machine in thirty is taken from its owner, and that one buyer in thirty is losing about two hundred dollars in cash.

And the fault is all with the riders.

They would not leave a watch around in the streets where any passer-by could pocket it and walk off. They would think any man an idiot who would do such a thing. Yet in leaving their motorcycles standing unguarded in the streets they are doing a thing more idiotic and brainless than that. Because not only are they leaving unguarded property worth about two hundred dollars in cash but they supply the thief with a means of escape at sixty miles an hour.

Savannah Club—1914

Review of the Past Season's Club Activities

With the passing of 1914 the Savannah Motorcycle Club has weathered one of the most successful years in the history of the organization.

Starting the year the club held its first outing on January 1 in the shape of a run. Thirty-odd members met and went out to the German Club, where a "Dutch lunch" awaited them. On Washington's Birthday another outing of this kind was held.

Memorial Day saw the longest endurance contest ever held in the South. This was for 300 miles, over a part of the Grand Prize course. The event attracted much attention. Two days were required to complete it. The first day 100 miles was run, and on the following day 200 miles. There were only a few machines to finish the gruelling contest.

In June the members arranged a sociability run to Augusta and return. There were 15 starters in the event, who were sent away by Mayor Richard J. Davant from the city hall. This event, like all promoted by this club, proved a success.

On the Fourth of July a 25-mile and a 100-mile race was held over a part of the Grand Prize course. It was in the 100-mile event that L. G. Buckner, of Savannah, set up a fine record for that distance.

On Labor Day the club left the city on a chartered steamer for Charleston, S. C., taking 30 machines with them, and promoted a race on the beach which over 5,000 people witnessed.

On Thanksgiving Day the largest motorcycle event ever held in this country was promoted by this club. This was the second annual Grand Prize race, in which a new record was established.

Besides these events the club has held during the year its second annual dance and a minstrel show, both of which proved very popular not only with members of the club but the public as well.

If the new year proves as successful as 1914 then the Savannah Motorcycle Club can be looked upon as one of the most progressive organizations of its kind in the United States.

White Receives New Year's Run Prize

The New Jersey Motorcycle Club held its annual New Year's day run, in which 46 riders participated. The solo riders numbered 17, tandem riders 18, and 7 sidecars.

The prize, donated by Frank Cornish, Yale agent, for the rider making the time nearest to the average of the field, was won by Wm. White on an Excelsior. His elapsed time was 1 hour 53 minutes for 38.4 miles. The average time was 2 minutes, 37 seconds slower than White's.

Crotona Ball on January 30th

The Crotona Motorcycle Club, of 2148 Mapes avenue, Bronx, N. Y., will give a ball in the Red Room of the Hunts Point Palace, located at 162nd street and Southern Boulevard, on Saturday evening, January 30th. Admission will be by tickets, the cost being 50 cents for a couple and 25 cents additional for each lady. Tickets can be secured from John Welch, the secretary of the Crotona organization, at the club's address.

New Oregon Club is Formed

At Corvallis, Ore., about 100 miles south of Portland in that same state and located in beautiful surroundings, a new club has been formed. Dale Perrin is president, Hugh Guthrie is secretary, and E. V. Knox treasurer.

Bergman Chicago Club Secretary

At the annual election of the South Chicago Motorcycle Club, South Chicago, Ill., Walter Bergman was elected secretary and treasurer. Any communications addressed to the club should be sent to him.

Looking Forward — Coming Events

January 19-23, Baltimore, Md.—Motorcycle exhibition in connection with the automobile show in Fifth Regiment Armory.

January 30-February 6, Minneapolis, Minn.—Motorcycle Show at the National Guard Armory in connection with automobile show.

February 21-22, Savannah, Ga.—Endurance run under auspices of the Savannah Motorcycle Club from Savannah to Augusta, Ga., and return.

February 26, Milwaukee, Wis.—Exhibition of motorcycles, bicycles and accessories at Juneau Hall, Milwaukee Auditorium.

March 10, Buffalo, N. Y.—Regular meeting of the Motorcycle Manufacturers' Association in the Lafayette Hotel at 10 A. M.

Sacramento Makes Bid

California City Asks for 1915 F. A. M. Convention

The Capital City Motorcycle Club of Sacramento, Cal., has decided to apply for the 1915 F. A. M. convention. A committee has been appointed to secure the cooperation of the civic and commercial bodies of the city.

Sacramento has many talking points as an ideal convention city. It is not too large, yet has ample hotel accommodations. It has an excellent mile dirt track on which the F. A. M. championships may be held. And it is only about a three-hour ride from San Francisco, giving those attending the convention a splendid opportunity to visit the Panama-Pacific exposition. With all these advantages, for undoubtedly many of the delegates would like this chance to see the exposition, Sacramento hopes to secure favorable attention.

Bedford M. C. Holds Annual Elections

The annual elections of the Bedford Motorcycle Club, of Brooklyn, N. Y., were held Tuesday evening, December 29th, 1914. Officers that were elected for the coming year are J. A. Rauch, president; Dan. L. Vanore, vice-president; Everett C. Stead, secretary; Benj. Ruderman, treasurer; Clarence Comfort, captain; Jas. Wallace, lieutenant.

Motorcycle Show in Minneapolis

Motorcycle shows are cropping out with great rapidity these days. Now they are going to have one out in Minneapolis, Minn., in connection with the annual automobile show to be held during the week January 30-February 6. It will be staged in the large National Guard Armory and promises to attract a large crowd.

Keystone Club Elects Officials

Charles Sollers was enthusiastically chosen by the members of the Keystone Motorcycle Club of Harrisburg, Pa., to head the organization for the coming year. Charles H. Uhler is the secretary-treasurer and C. W. Baskin captain of the road team.

Stockton Riders Plan Race

Plans are under way at Stockton, Cal., for a 300-mile motorcycle road race in the spring. The macadam roads of San Joaquin county are among the best in California and it is expected that some new speed records will be hung up.

Showing a Toledo Motorcycle Delivery System in Action

A Toledo youth without cash or resources started a motorcycle delivery system. He now owns an outfit of three Yales with sidecars, a solo Yale, and a bicycle. He is making good with it,too—in snow and every kind of weather!

Riders Will Register

New Plan of Donovan's Aids Riders and Promotors

With the advent of the New Year the F. A. M. has decided on an innovation which it is hoped will be of mutual benefit to rider and promoter. To protect the interests of both rider and promoter and in line with the "Safety First" principles of the competition office, it has been decided that members of the F. A. M. who now participate in race-meets shall register themselves as racers with the chairman of the Competition Committee.

Riders registering with the chairman will be classed A, B, C or D, according to their experience in racing; Class A to represent experienced racers, B to represent those slightly less experienced, C to represent fairly capable riders, and D to represent beginners. Riders will be classified by the chairman according to answers given to a form of questions which are being prepared.

Registered racers will be issued a card, aside from their F. A. M. card, which will tell promoters at a glance just which class of race they should be allowed to participate in. Racers will be advanced in classification according to the records they make in races.

Amateurs will be classed similarly.

For a long time the F. A. M. competition chairman has felt the need of being able to furnish promoters with a list of riders in the immediate vicinity in which the promoter intends to hold the meet. With almost every application for sanction promoters ask for such lists, which at present cannot be supplied. With riders registered, such lists could be supplied at once, and where desired by the riders telegrams could be sent to such riders informing them of the approaching meet.

To meet the expense of this new work, including printing, postage, etc., a fee of $1 a year for professionals and 50 cents a year for amateurs has been decided upon. The chairman urges every rider to register at once so that when the racing season opens riders will immediately benefit by the plan.

IS THE F. A. M. GROWING? LOOK AT THIS REPORT!

If the December returns are any indication of the prospects for next year, the F. A. M. membership ought to increase apace and gain in every state by leaps and bounds.

The figures for December, 1914, show a total of 388 cards taken out, affiliated, unaffiliated and renewals. The statistics for the same month in 1913 show a total of only 267, which is a gain of one-half for 1914 over 1913.

This splendid result is due largely to the fine showing made by North Dakota, which leads the list of states with 94 affiliated members. New York is a poor second, with 44 names in the three divisions. Alabama shows that the sport flourishes in the South in winter by entering 20 names on the list of the national organization.

One application has been received from Cuba, one from China, and one from South Africa. So it seems as if the F. A. M. were spreading as well as growing—and all this in spite of a "bad" year industrially.

Membership statistics for the month of December:

State.	Affiliated.	Unaffiliated.	Renewals.
Maine	0	0	2
New Hampshire	0	6	1
Massachusetts	3	1	7
Rhode Island	0	1	4
Connecticut	0	1	2
New York	27	5	12
New Jersey	9	2	4
Pennsylvania	9	1	7
Maryland	1	0	10
Virginia	0	0	1
North Carolina	0	0	1
South Carolina	0	1	0
Tennessee	1	0	2
Florida	0	0	2
Alabama	20	0	1
Arkansas	1	0	2
Northern Texas	0	0	5
Southern Texas	1	0	3
Oklahoma	0	2	1
Ohio	0	0	13
Indiana	0	0	5
Illinois	1	3	8
Missouri	0	4	2
Wisconsin	0	2	3
Michigan	0	2	3
Minnesota	3	2	1
North Dakota	94	1	2
South Dakota	0	0	1
Nebraska	1	0	1
Kansas	0	2	7
Iowa	26	0	0
California	1	8	16
Arizona	0	1	0
Wyoming	0	1	0
Idaho	0	0	2
Oregon	5	0	3
Washington	0	0	2
Cuba	0	0	1
China	0	0	1
South Africa	0	1	0
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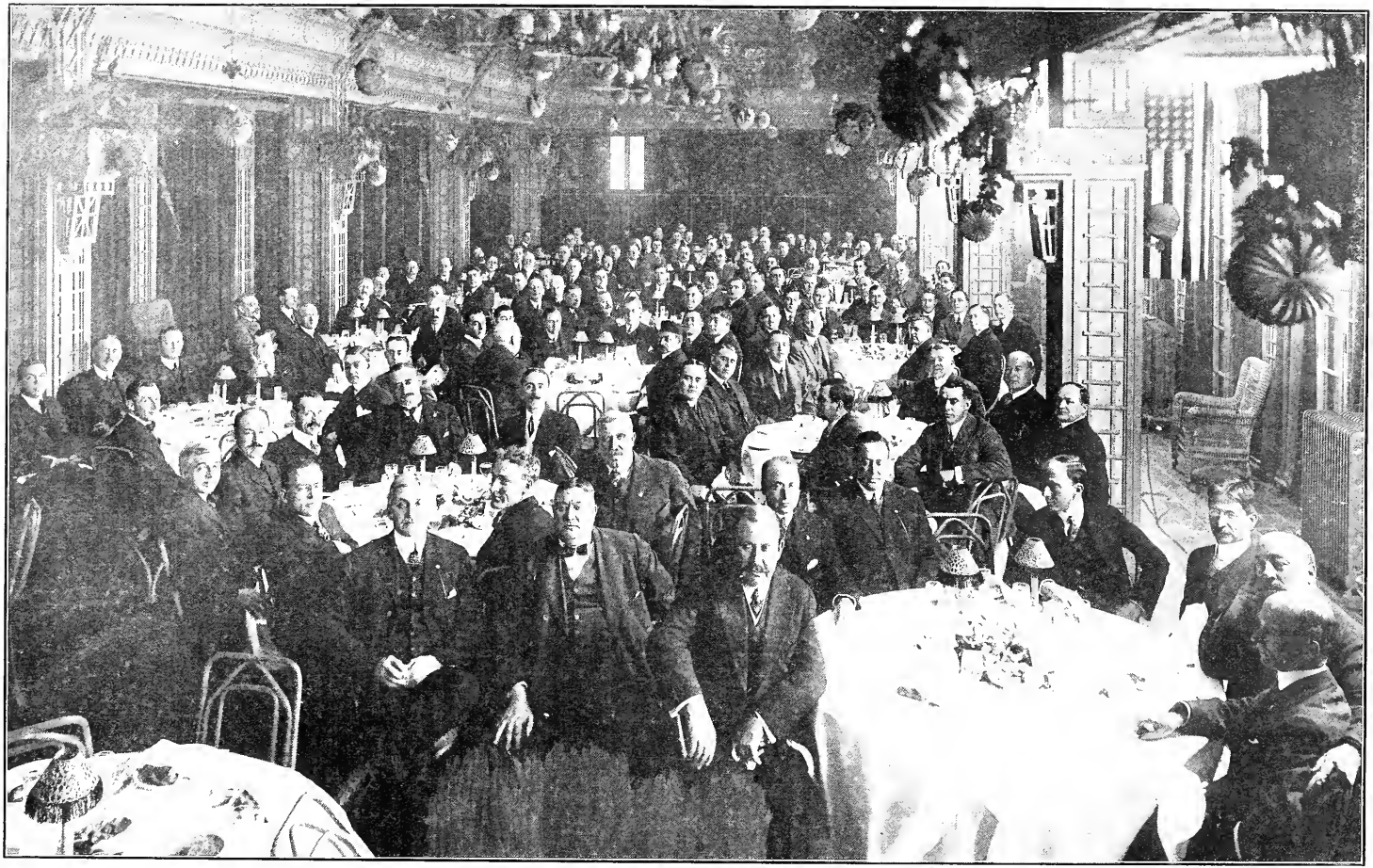
Gathering of the "Who's Who" in the Cycling Trades Industry



Midwinter luncheon given by the Cycle Parts and Accessories Association to their trade allies, the Motorcycle Manufacturers' Association and the Cycle Jobbers of America, in the Hotel Astor, New York, Jan. 6

C. P. A. A. ENTERTAIN THEIR ASSOCIATED TRADE ALLIES

Motorcycle Manufacturers and Cycle Jobbers Guests at Luncheon in Hotel Astor—Social Event of New York Show Week

January 6th, the Wednesday of "Show Week," was the day chosen by the Cycle Parts and Accessories Association for their annual luncheon to the Motorcycle Manufacturers Association and the Cycle Jobbers Association.

The luncheon was served as in past years in the Belvidere restaurant on the roof of the Hotel Astor, and the menu was characteristic of that well-known hostelry.

When the coffee cups were filled the guests were called to order by the toastmaster, President D. F. Printz, who, after a short and appropriate address, introduced L. F. Wainwright, of the Diamond Chain & Mfg. Co. Mr. Wainwright replied in a most happy vein, informing the assemblage that he was 39 years old as he had been for many years, and that like "Major" Surre and Colonel Huffman, he still had the optimism of youth. His advice for business men during these times of war and business depression was to stick to the ship, keep themselves as nearly out of debt as they could, and go to it.

The next speaker on the program was Wm. H. Crosby, of the Crosby Co., Buffalo, who stated that he had felt immunity from being called upon for a speech owing to the fact that Mr. Surre had promised not to call upon him, but evidently there had been a lack of a gentlemen's agreement between Surre and Printz. This did not prevent Crosby from commending the bicycle crowd as the choicest of old friends, after which he reminded the assemblage that bicycles were a necessity and that the public could not and would not get along without them, and that now that the big railroad men have become enthusiastic over the immediate future the rest of us might well begin to become optimistic. He mentioned particularly that during the past week the largest order ever placed for bicycles had been received and that insofar as this industry was concerned the immediate future was eminently satisfactory.

Mr. Printz then called on Colonel Huffman, who replied that it was his belief that we would all be busy now. All the orders are double what they have been in the past, and even if the season was a short one the average sales ought to be most encouraging.

John Henry, of the Vim Cycle & Hardware Co., Buffalo, expressed his appreciation of what the accessory manufacturers have done for the jobbers, which is a healthy form of cooperation for the common good.

A. B. Coffman, president of the F. A. M., was introduced as one who had just returned from a most extensive trip throughout the country, and Coffman had nothing but good news to tell of the prospects along the Pacific Coast and through the Far West.

M. J. Cabana, of the Buffalo Specialty Co., provided the dinner favors, consisting of vest pocket containers for paper currency, presumably to hold the money which the optimists thought would soon be coming into the cycling industry.

It was the middle of the afternoon when the diners separated and they were having such a good time that they probably would have lingered longer were it not for other engagements.

ATLANTIC CITY AGAIN CHOSEN FOR C. P. A. A. CONVENTION

The most important action taken by the Cycle Parts and Accessories Association at their semi-annual meeting, held in the Hotel Astor on Wednesday, 6th inst., was to decide to hold the next convention at Atlantic City in August. At the meeting held at that seaside resort during convention week last year a committee was appointed to consider the advisability of holding the 1915 gathering on the Pacific Coast, and the rumor was persistent that California would be the scene of the assembly. All this is put to rest by the formal action taken last week, and again the "Playground of the World" will stage the social and business activities of the cycling trades industries.

The same entertainment committee who were responsible for the success of last year's gathering will again handle the arrangements. It will consist of W. J. Surre, Continental-Erie Tire Co., and C. E. Morehouse, Standard Co. All matters pertaining to the convention will be in their hands, as they were appointed with plenary powers.

One new member joined the association, the Willard Storage Battery Co., of Cleveland, O.

Westreich Opens Broadway Store

D. Westreich, importer of motorcycle accessories, has opened a store at 256 Broadway, New York city. He handles lamps, horns, saddles, pumps, pedals, etc.

J. W. HENDERON AGAIN IS PRESIDENT OF THE M. M. A.

All Officers Reelected at Meeting Held Last Week in New York—Chicago Show to Be Held in Coliseum in September

The second annual meeting of the Motorcycle Manufacturers Association since its incorporation just prior to the show held last January, was called to order in the Hotel Astor on Wednesday last, 6th inst., with President T. W. Henderson in the chair. The following members were represented: Henderson Motorcycle Co., T. W. Henderson; Emblem Mfg. Co., W. G. Schack; Harley-Davidson Motor Co., Walter Davidson; Pope Mfg. Co., L. D. Hardin and J. P. Fogarty; Hendee Mfg. Co., Frank Weschler; Aurora Automatic Machinery Co., H. N. Kirk; Excelsior Mfg. & Supply Co., Frank Schwinn and Fred Mathis; Davis Sewing Machine Co., Horace Huffman.

As provided for in the constitution, the annual election of officers was held at this meeting and resulted in all the present incumbents being reelected: The officers are: President, T. W. Henderson; vice-president, W. G. Schack; treasurer, Arthur Davidson; secretary, L. D. Hardin. Treasurer Davidson was not present at the meeting, being on the sea en route to Europe, where he will open a London branch before returning to this country.

The detailed report of the motorcycle show held in Chicago in October last was discuseed and the association accepted the report and endorsed the administration and management of Manager A. B. Coffman of the show committee, who will again be continued in that position. It was decided to hold the next show in the Coliseum in Chicago during the week of September 19–25. The change from the First Regiment Armory to the Coliseum was decided upon in response to the growing popularity of the show and the need of providing for more exhibitors and to give them a better opportunity of displaying their wares than is afforded the the smaller building. It was the consensus of opinion that the Chicago show was an entire success in every way and that the association is satisfied with the results. It was also decided to continue the National Motorcycle Dealers Information Bureau on the same lines as it now is conducted.

The subject of the next show in New

York was thoroughly discussed and while nothing definite was decided on in relation to it it was generally agreed that the motorcycle manufacturers would not in the future be the tail of the automobile show. Whether or not a separate exhibition of motorcycle accessories and supplies would be held will be determined at a later meeting.

The regular quarterly meeting of the manufacturers will be held in the Lafayette Hotel in Buffalo, Wednesday, March 10th, at 10 A. M. The meeting then adjourned.

Wood Entertains Harley-Davidson Dealers During New York Show

One of the most enjoyable events in connection with the motorcycle division of the New York Automobile Show was the dinner given by G. E. Wood, head of the Harley-Davidson Sales Co. of New York, who is the distributing agent for Harley-Davidson motorcycles, and Wood's guests on this occasion were the visiting Harley-Davidson dealers.

Fifty diners gathered in the Bohemian atmosphere of Colaizzi's and after a prettily served table d'hote the toastmaster, Mr. Burchnal, introduced the speakers of the evening.

The first speaker was really the guest of honor, Walter Davidson, who represented the manufacturers of the "Silent Gray Fellows," and he was received most enthusiastically by the diners. Following Davidson, addresses were made by R. F. Rogers, of the Rogers Side Car Co.; Studebaker, of the Firestone Tire & Rubber Co.; F. V. Clark, of the Bicycling World and Motorcycle Review; J. A. Shaw, of the Horseless Age, and Arthur Chapple, motorcycle editor of the New York Globe and a famous motordrome racer. Chapple told in particular of the performances of the Harley-Davidson entries at the Grand Prize race in Savannah.

The speech making was not permitted to occupy too long a time, inasmuch as the guests were afterwards given the choice of attending either the Automobile Show or the Sportsmen's Show, and the party broke up into two sections and adjourned to these two attractions.

A splendid feeling of loyalty and enthusiasm pervaded the dinner and it was an innovation which Wood will be amply justified in repeating in the future.

Visco Motor Oil Co. Changes Policy

The Visco Motor Oil Co., 2104 Superior Viaduct, Cleveland, O., will do no more credit business. Its sales will no longer be handled by salesmen, but by correspondence from the home office.

CYCLE JOBBERS ABANDON PACIFIC COAST PROJECT

Will Hold Annual Convention as Usual in Atlantic City With Other Trade Organizations—Decision Reached in Well Attended Meeting Held Last Week

A well attended meeting of the Cycle Jobbers of America was held last Wednesday, 6th inst., in the Hotel Astor, New York city, at the time that the other organizations of the cycle trades industries were in session. The principle subject discussed by the jobbers came under the head of unfinished business and had to do with the place of the next semi-annual meeting.

Last year's meeting was held in Atlantic City, N. J., in August, and at that session there was considerable talk of holding the midsummer meeting in 1915 in San Francisco during the Pan-Pacific exposition. As a result of a canvass taken at that time, 57 jobbers expressed a preference for the Pacific Coast designation.

At the meeting last week it was formally decided that Atlantic City would be the place for the next session and that the time would be in August and that the gathering would be held while the Cycle Parts and Accessories Association were in convention in that city. As the M. M. A. undoubtedly will meet at the same time and place, the decision of the jobbers insures another convention of the allied trades with its consequent program of social and athletic duties.

The following were in attendance at the meeting:

C. A. Wigmore, Manufacturers Supply Co., Philadelphia, Pa.; I. W. Grubb, Excelsior Supply Co., Chicago, Ill.; Max Sladkin, Haverford Cycle Co., Philadelphia; L. J. Hood, Walthour & Hood, Atlanta, Ga.; George H. Greiss, Philadelphia, Pa.; F. A. Baker, New York Sporting Goods Co., New York city; Chas. F. Corey, Hub Cycle Co., Boston, Mass.; Chas. W. Lang, John N. Lang Son & Co., New York; Keyser Fry, Reading, Pa.; A. Scarson, Progressive Cycle & Hardware Co., New York; Wm. Buckley, Albany Hardware & Iron Co., Albany, N. Y.; John W. Henry, Vim Cycle & Supply Co., Buffalo, N. Y.; Henry Horton, New Haven, Conn.; J. W. Grady, J. W. Grady & Co., Worcester, Mass.; D. N. Stark, Manufacturers Supply Co., Philadelphia, Pa.; W. E. Foskett, Albany Hardware & Iron Co., Albany, N. Y.; I. F. Beck, Supplee-Biddle Hardware Co., Philadelphia, Pa.; W. D. Andrews, Syracuse, N. Y.; E. Pitzell, Progressive Cycle & Auto Supply Co., New York; Albert Goodby, Goodby-Parker Co., Providence, R. I.; Wm. Holland, Henry Keidel & Co., Baltimore, Md.; Geo. W. Nock, Geo. W. Nock Co., Philadelphia, Pa.

Americans Confronted With Large Rubber Shortage

The normal requirements of crude rubber by the United States for 1915 will be 65,000 tons, including the low grade and bastard gums. So long as the British Government maintains the present embargo there is only available for the United States about 35,000 tons from Brazil and, say, 5,000 tons from other sources. However, Europe will take at least 7,500 tons of the Brazilian crop regardless of price, so that the United States is confronted with a demand of 65,000 tons and an available supply of about 32,500.

It is conceded that there is plenty of rubber in the world for the world's needs. Under the present conditions, therefore, the United States may be about 30,000 tons short and the other countries over-supplied to the same extent. Since the Brazilian and African production will be absorbed mainly in the United States, the over-supply will be in the plantation products controlled by Great Britain.

Americans will soon be compelled to decide whether to buy Brazilian rubber or close their factories. It is obviously dangerous to buy Brazilian rubber now at inflated prices, because the embargo may be removed at any time, whereupon the price of this rubber will fall 50 per cent, and those who bought will be at a great disadvantage to those who have waited. On the other hand, those who buy now will have a great advantage over those who wait if the embargo lasts for a long time.

Four Carloads on the New Year

As one of the number of incidents that prove the dawn of greater prosperity for the two-wheeler trade for the coming season may be cited the shipment of four carloads of bicycles on January 1st by the Iver Johnson Arms & Cycle Works, of Fitchburg, Mass.

Motorcycle for Hurry-Ups

Employes of a water company of Pittsburgh, Pa., use motorcycles to go to small repair jobs, for inspection of distribution mains, service lines and hydrants, and for answering hurry calls when a break is discovered.

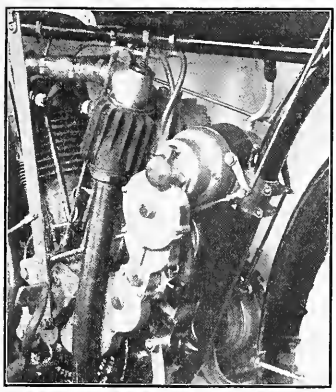
What the Accessories Booths Disclosed at the Show

(Continued from page 11)

being suitable, and a "Presto" electric hand lamp, making quite a powerful and low-cost "safety-first" lamp. These lamps are being distributed by Asch & Co., Inc., New York city.

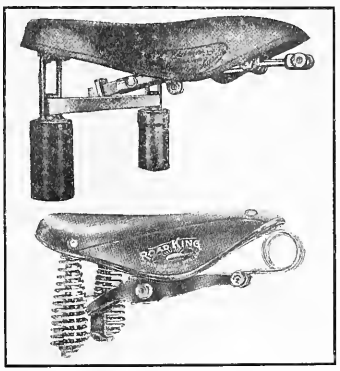
Micro Piston Ring Co., New York City—Among the piston rings shown was one for motorcycle cylinders which consisted of a main ring with interfitting stepped joint, and a plain-jointed auxiliary ring so designed as to completely eliminate the faults common to the old-style rings, such as leakage and unequal bearing. As a result of the construction of this style of ring there can be on break in the continuity of the bearing surface and pressure tightness of the ring as a whole.

Master Carburetor Corporation, Detroit, Mich.—Though Master carbureters have been used in the past by motorcyclists for whom the manufacturers have made them just to see how their carburetter would work on a machine, the trade has never been supplied with them. W. M. Jenkins, the sales manager, announced at the show that beginning February 15th the Master motorcycle carburetter will be ready for the market, orders for over 3,000 having been received. The model for the two-wheeler is just like the automobile model but on a smaller scale. The illustration shows the parts and their functions quite clearly. The gasolene enters the float chamber, the supply being regulated by a metal float, goes through a fuel passage and enters a fuel distributer, here illustrated, which consists of a strip of metal containing a series of minute holes. The rotary throttle covering these holes regulates the supply of the fuel by the number of holes uncovered.



Generator of Mesinger-Whitney lighting outfit

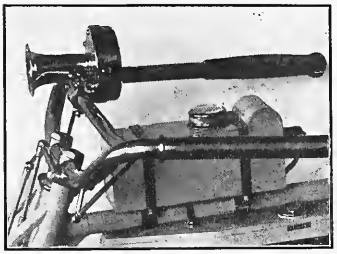
H. & F. Mesinger Mfg. Co., New York City—A line of motorcycle saddles and the Mesinger-Whitney lighting outfits on various makes of motorcycles were shown in the space of this company. Air cushion spring saddles were displayed, as well as saddles with center compression springs, and a special one with cushion suspension to fit a spring seat post without any clamp, capable of being used on all machines and insuring a very low saddle position. The Mesinger-Whitney lighting outfit, illustrated on this page, was attached to several makes of motorcycles. The outfit is a complete equipment, consisting of generator and storage battery, tail and speedometer lights, as well as a horn. The generator is geared off the crankshaft by inserting the generator gear in the timing set. The voltage is reached at 20 miles an hour, after which the outfit becomes constant. Special attention has been paid to the storage battery so that it can withstand the vibrations of the motorcycle.



Two new Mesinger saddles

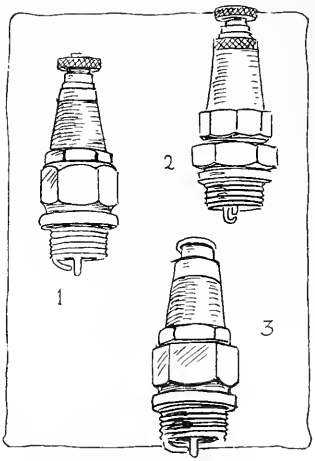
A. R. Mosler & Co., Mt. Vernon, N. Y. Huge spark plugs were displayed on the tables in this booth which attracted much attention. Several spark plugs for motorcycles were shown, one of which, the Harley-Davidson, is new, being so constructed that it will not short circuit. The usual style of mica and mica-porcelain spark plugs were also shown.

New York Sporting Goods Co., New York City—Variety marked the make-up of this booth, for Indian motorcycles, Smith motor wheels, Pierce bicycles and motorcycles, Dunham sidecars, tires, saddles, lamps and other accessories were shown. This space was used as the show headquarters of the Troxel Mfg. Co., makers of saddles; Stoll Mfg. Co., tandem manufacturers, and the Hawthorne Mfg. Co., who produce the "Old Sol" lighting systems. In the booth were Powhattan Robinson, J. Murray and F. A. Baker.

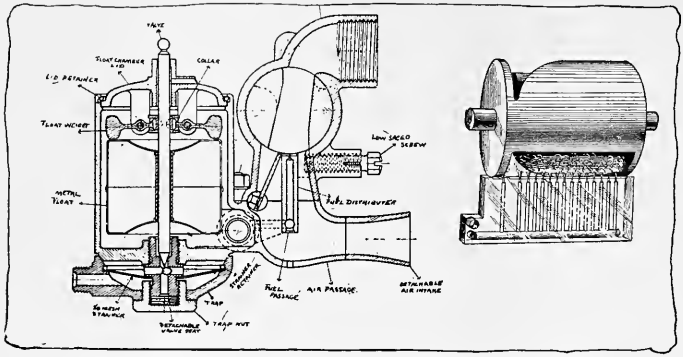


Part of the Mesinger-Whitney outfit

A. O. Smith Co., Milwaukee, Wis.—Besides showing how this bicycle booster could be used for business as well as pleasure purposes by attaching the Smith motor wheel to a commercial model bicycle and also a light model two-wheeler, the component parts of the Smith product were placed on a felt-covered board. Visitors were, therefore, able to follow the booth attendants in learning the strong feature of the Smith motor wheel. No changes in its construction have been made since the Chicago show. Representing the manufacturers were W. H. Cahn and W. Jackson. A Pierce tandem equipped with a Smith motor wheel was the center of attraction. The commercial bicycle shown was a Jones & Noyes.



Three Mosler spark plugs

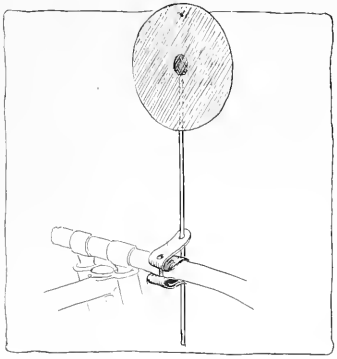


The Master motorcycle carburetter and its rotary valve and fuel distributer

National Screw & Tack Co., Cleveland, Ohio—Simplicity, of the effective sort, marked the arrangement of this booth, for the various spokes and nipples were placed to form symmetrical designs in upright cases lined with what appeared to be velvet. Covered electric lights shed their rays on these glittering displays, which were very pretty. Taking care of the visitors were H. G. Alexander, W. S. Quinley and E. A. Derby.

New York & New Jersey Lubricant Co., New York City—Here were displayed oils and greases for use on motorcycles put up in attractive tins. The grease comes in handy cans, which have an arrangement making them possible to be used as guns. Oil is now put up in flat tins so that the cans do not appear as bulky as heretofore.

Platt-Washburn Refining Co., New York City—Anyone who knew nothing about lubricants, their refinement and by-products had only to step into this booth to learn all he cared to know. Three grades of oil were placed in glass tubes held together in a vertical position and swinging on two metal miniature gushers. Air bubbles in these tubes showed the viscosity of the oils, for when the tubes were turned upside down the bubbles slowly traveled upward at different rates of speed, depending upon the weight of the oil. Parafine and oil coke were two of the by-products shown and a refining process demonstrated how heavy oil is changed to light grades. A pamphlet entitled "Veedol" was distributed to visitors which gave much valuable information on lubricants, such as motorcyclists would undoubtedly welcome. This pamphlet will be sent to anyone upon request. Special two-quart motorcycle oil cans are now gotten up by this concern and were attractively arranged in the booth.

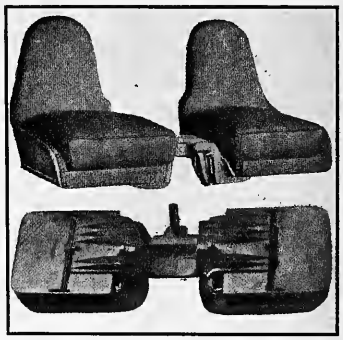


Randall-Faichney's Glaroscope

Randall Faichney Co., Boston, Mass.—Of interest in this booth were the glaroscope, tail lamp with dry battery, Jericho horn and oil and grease guns. The purpose of the glaroscope, which consists of a green celluloid disc, is to eclipse the dazzling headlights a rider encounters on the road. It is mounted on a rod attached to one of the handlebars, and when a rider passes a strong light he observes the road through this disc. The valve in the Jericho horn, which is attached to the exhaust pipe, has been changed from the butterfly style to a design that hugs the side of the exhaust pipe so that carbon deposits will not interfere with its operation. The combination grease and oil gun, which was explained in these pages last week, is shown in the accompanying illustration. The MacKae motorcycle spark plug, constructed of mica and porcelain for insulation, was displayed, together with the "Blitz" line of spark plugs.

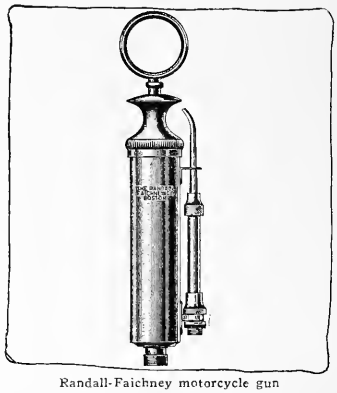
Rose Mfg. Co., Philadelphia, Pa.—Glittering oil lamps for motorcycles and bicycles were shown in a pleasing fashion and the utmost courtesy was given each visitor who seemed interested. A refinement of importance has been made to one of the lamps, which consists of a locking device whereby the oil wick cannot be jerked up or down by the vibration of the motorcycle. A metal reflector is placed back of the lamp, while, instead of two colored side lenses, one is white so that the condition of the flame can be readily ascertained.

Rutherford Rubber Co., Rutherford, N. J.—Exhibited for the first time was the Sterling 4-ply tire for motorcycles, which has been recently patented. These tires are made to order, generally with red sides and special dark thread with the name of the purchaser molded in rubber letters in the side of the tire. Four plies of Sea Island cotton are used in manufacturing this tire.



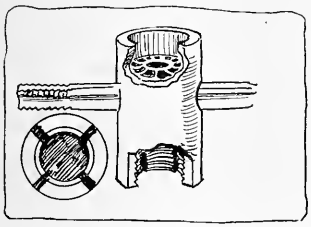
Scoville seat and view of bottom reinforcement

E. U. Scoville Co., Manlius, N. Y.—Attached to a Harley-Davidson motorcycle and an Indian were shown the two new models of twin seats with backrest manufactured by the Scoville people. Model 15, which sells for $50, is made entirely of aluminum except the seat post stem. The cushions used are of the automobile type, containing four-inch springs, which make the seat equally comfortable



Randall-Faichney motorcycle gun

whether used on a motorcycle having solid or spring frame. The cushions are laid in loose, being held in position by a concealed trap. The seat proper has three points of bearing upon the machine, but only one is fastened. This seat, together with the "C. & G." number 14 without backs, and number 14A, which includes backs, are so made that they will fit any make of motorcycle. The latter two seats are finished in gray, red or black, while a gray waterproof cover-cloth is used in the first model described. In addition to these seats there were shown motor screens to cover the sides of the motor and the third grip between the handlebars of a machine, which was described at length in last week's issue.

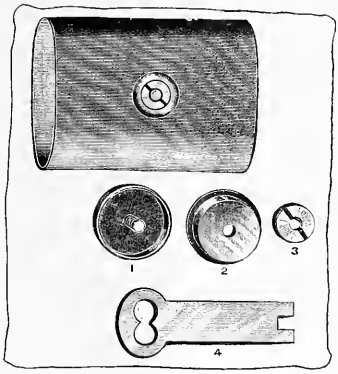


Schrader Universal valve repair tool

A. Schrader's Sons., Inc., Brooklyn, N. Y.—On a prominent portion of the third floor of the show the Schrader tire pressure gauges and valve repair tools were put on exhibition. Two wheels with tires were mounted on stands so that the use of these products could be demonstrated. The Schrader Universal Valve Repair Tool, shown in the accompanying illustration, is intended for four distinct uses. First, it rethreads the valve cap thread when same is battered; second, it refinishes the top of the valve stem on which the cap fits; third, it rethreads the inner thread of the valve without removing the valve-inside; fourth, it removes the valve-insides from the valves proper.

The C. A. Shaler Co., Waupun, Wis.—A line of vulcanizers were displayed by this concern and exhibits of tires were placed on counters in the booth which showed just how they could be well mended. The vulcanizers are heated with electricity, kerosene or alcohol, depending upon the model. A special motorcycle model is Type G-35, called the Shaler Safety Vul-Kit that sells for $3.50 and can readily be carried in a tool box. It burns either kerosene or alcohol and is said to be safe to handle without any danger of damaging a tube. The tubes are clamped against the vulcanizing surface by a swivelled plate inlaid with asbestos to retain heat. Larger vulcanizers working the same as the smaller were shown for tire repair jobs.

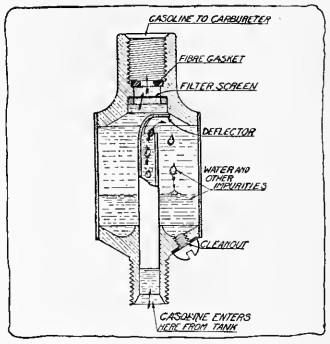
William Shakespeare, Ja., Co., Kalamazoo, Mich.—Exhibiting for the first time, these makers of "Honor Built" fishing tackle gave the public an opportunity to inspect the Shakespeare carburetter. The novel feature of this carburetter is the Schmid automatic valve, consisting of a single mechanical unit. It is capable of easy and quick starting of engine in cold weather and insures a perfect mixture under all loads and speed conditions.



Spitler puncture plug parts. Plug in tire

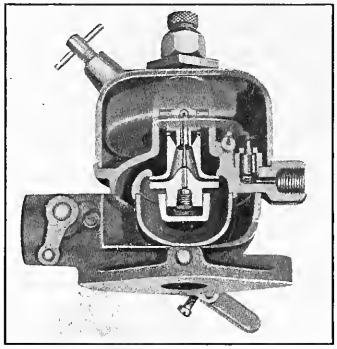
The Sparks-Withington Co., Jackson, Mich.—Among the many types of horns shown by the Eastern distributers of the company, Spar-East Co., Inc., New York, there was a new one of especial interest to riders of the power-driven two-wheeler, which is reproduced on page 11. The phantom cut illustrates the internal construction of the Sparton hand-operated instrument, which is quite simple and not readily gotten out of order. All the wearing parts are case hardened. In the booth were W. Sparks, the general manager, and J. M. House, factory representative.

Spitler, B. W., Dorchester, Mass.—Spitler himself was there, wreathed in smiles that attracted visitors to his booth and got them interested in his new puncture plug, which was shown for the first time. It consists of three simple parts and has the advantage of outwearing the tube and being capable of repeated use. Tires that were lying on Spitler's counter were studded with these plugs and more were put in for demonstration purposes. The first part of the plug is a disc with a threaded projection, which is slit into the puncture, being inserted by stretching the rubber. Then there is a cap which slips over the threaded projection and covers the outside rubber of the tube. To hold that cap in position a special lock cap is provided that screws on the threaded projection of the disc in the tube by means of a key which comes with the plugs.



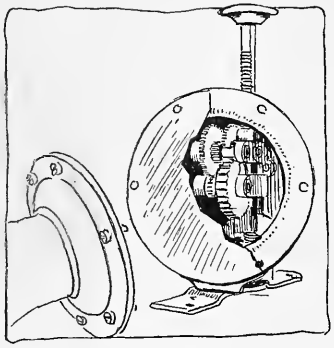
The Standard separator for motorcycles

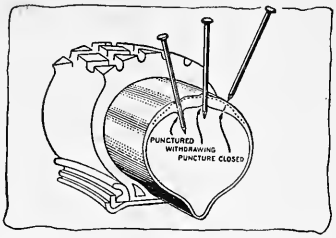
Splitdorf Electrical Co., Newark, N. J.—Visitors to this booth were making sparks galore to suit their heart's desire, for there were magnetos for all kinds of motor vehicles on beautiful stands and the armatures could easily be turned by means of nickel-plated cranks. So those who wanted to see what a spark looked like had just to turn a crank and hosts of them kept sputtering out one right after the other. But one change has been announced in motorcycle magnetos since the Chicago show, and that is in Models E-V and E-U, on both of which an improved circuit breaker has been provided, the details of which were not shown. In the booth with a large number of assistants were D. R. Walls and M. E. Toepel.

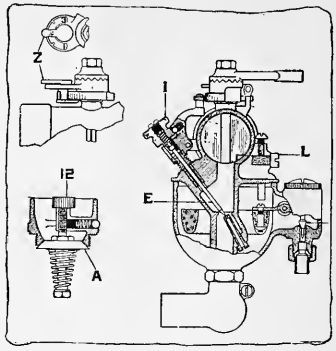


Section of Shakespeare carburetter

Standard Thermometer Co., Boston, Mass.—The Standard separator attracted the attention of motorcyclists who were desirous of separating suspended matter





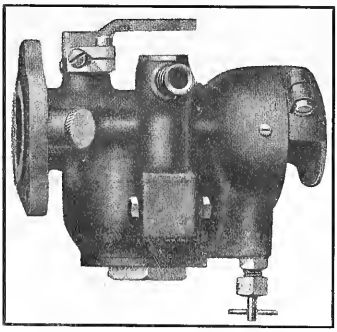


On the left, an exposed view of the Stewart warning signal. Above, the Voorhees Ideal puncture-proof tube. On the right, the Scheb-ler carburetter

and water from gasolene before admitting it to the carburetter. The illustration of this separator show clearly the functions of its various parts. It will be noted that the settling chamber is sufficiently large to accommodate all the dirt and water that may accumulate during a period of several weeks. Though there are three drain cocks, it is necessary to open only one to drain the contents of the settling chamber.

The Silvex Co., New York City—Counter display cases containing spark plugs neatly gotten up filled the space of this concern. There were also cut section of plugs so that spectators could see the "insides" of a device that they may never have taken apart before. These cases are intended for counter display in dealers' stores and are given away with quantity purchases. Two spark plugs for motorcycles were shown, one being a genuine mica plug and the other a combination mica and porcelain. An interesting plug was the "Bethlehem" five point spark plug, in which the electrodes are 97 per cent pure nickel, the insulation of India mica and the plug itself compression tight.

Standard Woven Fabric Co., Framingham, Mass.—Stacks of clutch facing and brake lining piqued the curiosity of those who passed this space, and they learned that clutch facings manufactured by this concern were used on Indian and Harley-Davidson motorcycles. Behind the tables were T. J. Daley, M. D. Davies, A. H. Burdick and R. D. Northrop.



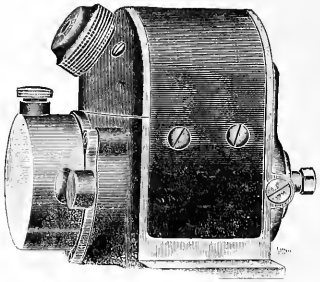
The Stromberg carburetter

Standard Welding Co., Cleveland, O.—J. C. Mantermach, general manager; S. W. Hartley, sales manager, and L. B. Rockwell, New York representative, were among those in this booth who showed the steel tubular parts manufactured by this company. To motorcyclists a display of special interest was the steel frame of a motorcycle with the wheel rims, forks, mudguards, braces, seat post, stand, handlebars, etc. There was also shown a settee made exclusively of exhaust tubes, manifolds and other parts.

Stewart-Warner Speedometer Corporation, Chicago, Ill.—A number of upright display cases grouped around an Indian motorcycle well set off the Stewart line of speedometers and warning signals. Nothing new has developed in the speedometers, though the horns have been greatly improved. A swivel clamp is now employed so that the horn can easily be turned in any direction desirable. In addition to that, the arrangement of the gears is such that as soon as the plunger is touched the warning is heard. The parts of the horn are guaranteed to be absolutely perfect, for the Stewart-Warner people do their own die casting now. In the booth were C. B. Smith, general manager; W. J. Seicker, sales manager; S. Douglas, western sales manager, and a number of branch managers.

Stromberg Motor Devices Co., Chicago, Ill.—In a setting that struck the spectators as being real artistic were the Stromberg carburetters. This setting consisted of a green glass window with three circles of white, behind which were the various models in cushions of green silk lighted up with green electric bulbs. There was shown for perhaps the first time the Stromberg Automatic Motorcycle Carburetter, here illustrated. It is so constructed that there are no moving parts. A special arrangement on the air intake makes it possible to take hot air directly from the cylinder, producing economy and flexibility. By the proper proportioning of the gas and air passages, the correct mixture of air and gas is finally determined for all speeds. It is said to be a carburetter for racing purposes with all the flexibility maintained for low speed.

U-H Magneto Co., New York City—A German atmosphere was in evidence in this booth, for the gentlemen who were zealous in explaining their product were Carl Bergner, president of the company, and Jacob Scherer, secretary-treasurer. This concern is the factory representative for the German manufacturers whose magnetos are now being placed on the American market. The features of this magneto were outlined in last week's issue, and the illustration, here presented, will give an idea as to how the U-H looks. Increased electrical capacity, equal intensity of spark from retard to advance, quiet running, waterproof construction, breaker durability and accessibility are some of the points which



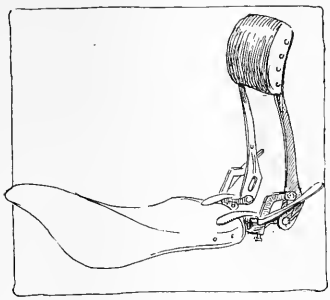
The U-H magneto

the representatives believe will make their magneto meet favor in the eyes of American motorcyclists. A special magneto with an automatic starting device is said to insure very easy starting, since it is so arranged that the first spark (controlled by the starting device) occurs automatically in the retard position, thus eliminating any danger of back-kick.

Vacuum Oil Co., New York City—Oil cans and tins of grease were stacked up around tables so that no one could mistake the booth for anything but a place where oil and grease were shown. Oil is put up in two-quart cans and may be marketed later in this way for motorcycle use. Grease was put up in handy packages with spouts on top so that the grease can be squeezed through it by means of a key without soiling the hands. M. W. Browne and A. G. Robinson represented the Vacuum Oil company.

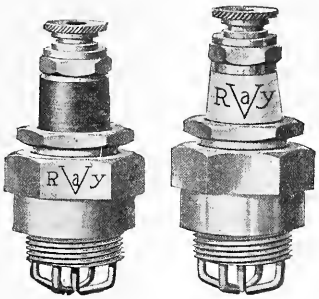
Van Cleef Brothers, Chicago, Ill.—A gas motorcycle tail lamp, constructed in one piece and called the "Fire Fly," was announced by the Van Cleef Bros. It is constructed along artistic lines, and the angle at which the rear white lens is tilted is just right to shed the proper amount of light on the license. The red lens or cautionary signal is the correct size to serve as a warning at a great distance. The lamp is light weight, but of strong material. A nickel-plated petcock permits gas to be turned on or off instantly.

The Veeder Mfg. Co., Hartford, Conn.—Arranged in a manner to attract attention, the odometer and cyclometers of this concern were mounted on stands and operated by dynamos. This permitted spectators to see just how in the cyclometer the revolutions of the wheels on a machine were registered, in some



Weed automatic folding backrest

cases at a rate so fast that the numbers in the first little window moved at lightning speed. No changes have been made to any of the Veeder products within the past few months.

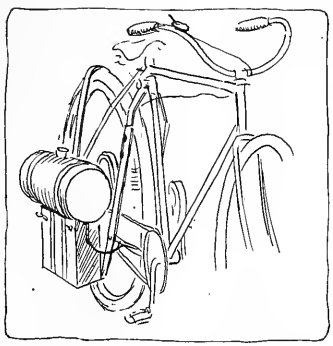


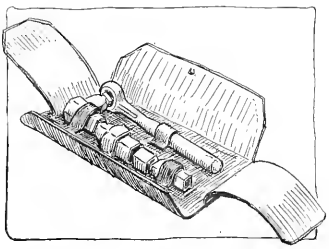
Two new V-Ray plugs exhibited at the show

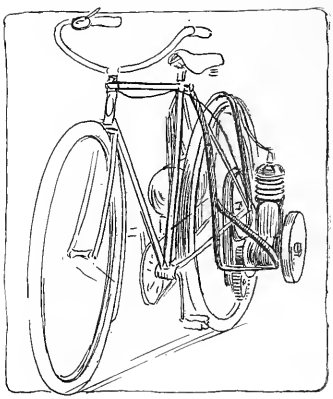
Voorhees Rubber Mfg. Co., Jersey City, N. J.—Interesting in this exhibit, which consisted of rubber products for motorists, was the new "Ideal" inner tube, which is made on an improved plan of construction. This consists of making the tube up of laminations or sheets of rubber, on the outside sheet of which is vulcanized a strip of Sea Island cotton. When the tube is inflated to standard pressure the rubber is compressed on the inside, rendering the tube self-closing when punctured, so that it will not deflate. This construction of the tube makes it free from blisters or air holes. To prove that it will not deflate when punctured, a demonstrator invited everyone to push an awl into the tube, and when the awl was withdrawn no deflation could be observed. Inner sleeves, outside hook-on boots and cementless tube patches were also shown in this booth.

Weed Folding Backrest Co., Stamford, Conn.—As previously announced, this booth showed two Schickel motorcycles equipped with the lever actuated and the automatic Weed backrests. An attendant demonstrated the ease with which the automatic backrest could be used by just pressing his hand on the saddle when the backrest came right up in position and when his hand was withdrawn it fell back, showing that the rider in dismounting does not have to lift his leg high in the air. The other model, shown in the illustration, operates by means of levers on either side of the saddle and can be raised or lowered at the will of the rider. Present at the show, looking after the company's interests, were H. Ballard, G. W. Springsteen and H. W. Weed.

Wheeler & Schebler, Indianapolis, Ind.—The Schebler carburetters of all sizes were displayed prominently. They were so laid out that visitors could inspect them and several models were shown in sections, so that the functions of each part were readily ascertained. Nothing new in connection with the carburetter was announced, the models being the same as those shown at Chicago. Busy elucidating the workings of the Schebler were J. T. Briggs and B. E. Oku, the factory representatives.







(1) Schickel product, Presto Bike-Motor, showing tank and battery case. (2) Eureka motorcycle socket wrench in kit. (3) Bike-Motor, showing cylinder and method of attachment to bicycle

Rogers Sidecarists Enjoy Real Luxuries Despite the High Cost of Living

Do you like to be happy? You sure do! Health brings happiness, and living outdoors a good part of the time brings health. Isn't that so? Now you say that you are too tired to go out, even if the wife and kiddies would like to. Try again, that excuse won't work—not when there's a sidecar around! Every man who has a sidecar, knows the joy of going out to the quiet woods with his family, without hoofing it or going on a crowded trolley. The sidecar way of recreation is the real health producing way. But you say, how about the expense? It's less than one-tenth the cost of automobiling, so you can afford it. With the Rogers sidecar you can be happy, for it's an inexpensive and health giving luxury for yourself, the wife and the kiddies

The Clipper light roadster, the latest Pope product

NEW YORK SHOW REVEALS TWO NEW BICYCLES

Pope Mfg. Co., Westfield, Mass., staged a half dozen bicycles, one of which is an entirely new model shown for the first time. This is the Clipper Light Roadster, a light and racy looking machine, attractively finished in red, with nickel forks and head. The frame tubes are ⅞ inch in diameter with a two-piece crank hanger and roller chain. Palmer racing tires are fitted and altogether the machine is one to delight the eye of the speedster or any rider who appreciates the advantages of lightness combined with strength in a two-wheeler propelled by the human engine.

The Pope Special with extra large chain wheels and half inch pitch roller chain is shown equipped with the new Sturmey-Archer three-speed coaster hub, a device which should become very popular when its advantages are better known.

One model of the good old Columbia and one each of the medium grade bicycles, the Defiance and Elk, were shown.

The Consolidated Mfg. Co., Toledo, O., also had one new bicycle among the three shown. This is the Harvard, built along the lines of the well-known Yale, but made to sell for $25.

INDIAN LITTLE CHIEF SEES PROSPERITY AHEAD FOR 1915

"Notwithstanding the fact that the New York show no longer is a dealers' show, the number of Indian sales representatives who attended was surprisingly large, while the universal tone of their reports of conditions in their local territories was highly optimistic and confirmed by the placing or orders in very satisfactory volume," said F. J. Weschler, of the Hendee Mfg. Co. "The unanimously cheerful nature of their views on the outlook for better business, due to the steadily improving conditions, as expressed by the unbounded confidence and substantial orders placed, is a most reliable barometer of the increased sales which may be looked for the coming season.

"Inasmuch as dealer confidence and optimism over market conditions are most promising signs suggestive of bigger sales, we naturally are greatly pleased to find such uniformity of opinion from all sections, and feel certain that expectations of increases in sales over 1914 will be verified in full measure the coming season."

Optimism Holds Sway in Northwest

Developments in various lines of trade during the closing days of the year 1914 have resulted in a wave of optimism which swept over the Northwest and the State of Washington. The present indications are that the live motorcycle dealers will enjoy one of the most prosperous seasons in the history of the trade.

The opening of a large number of lumber mills, which have been closed for the past year, and the prosperity of the farmers of Washington, who are receiving record prices for their grain, has added to the brightness of the future of the motorcycle business during the coming year.

Atlanta to See Novelty Meet

The motorcycle riders of Atlanta, Ga., are talking of holding a novelty meet at Piedmont Park. While the date of the contest is uncertain the program has been made out and promises something of new interest to the devotees of two-wheeler sport.

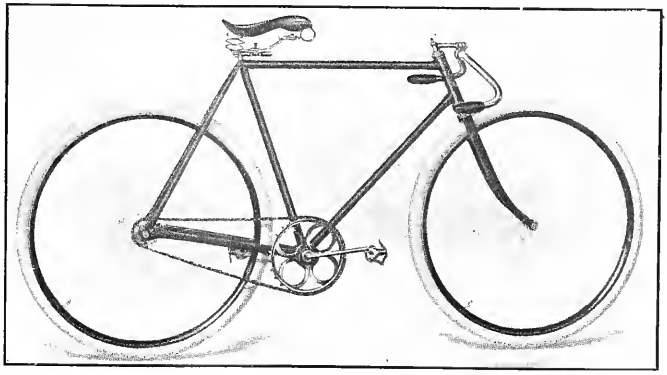
The program is full of stunts, both startling and novel, including a tug-of-war, slow race, sidecar feats; in fact, every sort of contest except speed.

In the tug-of-war, teams will be selected from amongst the riders, the motors then tied back to back; the winners of each team will then compete with each other in an elimination battle until the winner is declared. A slow race of one-half mile will be next. This event will tax the skill of all participants.

Riders will be declared out if even one foot is allowed to touch the ground or they stall their engine, and the last man to finish wins. Probably the greatest fun of all will be furnished by the stop-and-start contest, in which competitors will ride a hundred feet, stop, dismount, remount and repeat the performance every hundred feet around the track.

Any rider stalling his engine will be disqualified. Then there will be trick-riding galore. Quite a number of local boys are artists at this game, and the things they do, try at and the efforts of the other fellow to imitate them, will be worth going miles to see.

A motorcycle polo game—something never before attempted here—will wind up the program. Expert riders will take part; a basketball will be used, being propelled around the field by the riders' feet.



The Harvard, a new model from the Consolidated Mfg. Co.

Cycle Stars Switch Their Trainers

Frank Kramer and Alfred Goullet, the great cycle racing rivals, have changed trainers. Jack Neville, who has always taken care of the American champion, decided to take care of Alfred Goullet during the coming season, after the Australian had asked for waivers on Maury Gordon as trainer. Kramer signed Gordon to take care of him during the coming season, the deal being closed during the Buffalo cycling carnival last week. It will be a peculiar angle to the fight for the American title this year. With Kramer and Goullet having the former trainers of the other it will be almost as interesting as the contest between the riders. And each trainer may be telling their new star some of the "state" secrets about their former employer.

Last Year's Champions

During the year just closed Frank Kramer was the only National champion to retain his honors. Other title holders were dethroned, they being George Wiley, the diminutive Syracusan, and Donald McDougall, the Newarker. Wiley lost his laurels to Clarence Carman, the Jamaica, L. I., rider, while Harry Kaiser, the Bronx (New York) cyclist, carried away the amateur crown from McDougall. Owing to the war now waged in Europe cycling titles are at a standstill. The world's title races were to have been run at Copenhagen, Denmark, in August, and only one championship, that of the amateur paced division, was decided. A Hollander named Blekemolen won that event. The professional championships were not contested and by virtue of holding the titles won at Leipsic in 1913, Walter Rutt, the German, in the sprint, and Paul Guignard, the French rider in the paced, are still recognized as the logical world champions in their respective classes.

Armory Meet for Buffalo

The cycle racing sport is booming in Buffalo at this time and there is every sign of a continuance of the interest. Regiment meets are a feature of the city sport, of which a number have been held in the past.

There will be another offering of bicycle races with liberal awards in the way of prizes at the 74th Infantry Armory, Niagara and Connecticut streets, on the evening of Saturday, January 23rd. The bicycle program will consist of a one-mile lap race and a two-mile handicap. Entries will close Saturday, January 16th, at 10 P. M.

A large number of entrants is expected in this meet.

McNAMARA AND VERRI VICTORS IN BUFFALO RACE

Australian-Italian Combination Easily Leads Field in Fourth of Season's Six-Day Series — Corry and Carman Are Second

Reggie McNamara, of Australia, teamed with Francesco Verri, of Italy, outsprinted the other aggregations in the last hour of the Buffalo six-day race, which started January 3rd at the Broadway Auditorium, and won first honors.

Ten teams faced the starter at the beginning of the modified grind at the Auditorium, and for the first two days the riders kept together well. At the end of 32 hours' racing six teams were tied at 665 miles even. At that stage the Wiley-Walthour, Kopsky-Hansen and Provost-Colombatto aggregations had fallen behind, the first two for a lap and the tail enders for two laps. The final sprint of each day's racing counted in the final point column, and at 32 hours the Lawson-Root and Verri-McNamara teams were tied at 18 points each, owing to the sprinting ability of Verri and Lawson.

Eddie Root, who was badly hurt in a spill on Friday in the Buffalo race

On the night of the 6th Kaiser jumped to the front in the final sprint, with Corry second and Verri third, sending the Lawson-Root combination to third place.

Friday was a hoodoo to Eddie Root; he was eliminated by a fall on the home-stretch following a sprint by Kopsky. Kaiser rubbed tires with McNamara, the Australian, and went down. In falling, Kaiser brought down Root, Wohlrab, Kopsky and Carman with him, and when Root fell he struck his head against the ontside fence. He was picked up in a badly dazed condition with a wrenched back and cuts on face and head.

The injured rider was rushed to the Emergency Hospital, that city, where he rested for the night. With Root out of the race Lawson paired with Walthour. Later in the day, following lap-stealing stunts of Kopsky and Hansen and Colombatto and Provost, Walthour and Lawson also gained a lap, putting them on even terms with the leaders. The score for the 56th hour, with McNamara winning the final sprint, was 1,178 miles 6 laps.

By taking ten of the last fifteen sprints and finishing second in the other five in the last hour of sprinting in the six-day race in Buffalo, which terminated Saturday, 9th inst., McNamara and Verri added 85 points to their score, making them an easy winner of the race. With the points gained in the last hour and the 40 they had won during the week, the team won the race by 24 points over the next team.

Frank Corry, another Australian, paired with Clarence Carman, the American paced champion, finished second with 101 points, 66 of which were gained in the last hour and 35 during the week. Third honors went to the New Yorkers, George Cameron and Harry Kaiser, who had a total of 94 points, 60 being scored in the final hour and 34 during the other five days. Fourth place went to Gordon Walker and Gus Wohlrab, their score being 67 points, with 44 of them scored during the final hour. The reconstructed team of Walthour and Lawson was a disappointment during the final hour and failed to win a first or a second, finishing with 66½ points. Victor Linart, the Belgian, and Marcel Dupuy, of France, finished sixth with 44 points, half of them gained in the final hour. Seventh place went to Kopsky and Hansen with 11 points, and eighth place went to Colombatto and Provost.

After the finish of the Buffalo six-day race, the amateurs went on for another hour race. This time there were thirteen starters and the feature of the race was the fact that no one fell and ten finished. Fred Weber, the Newarker, won from Donald McDougall, Newark; Al Krushel, Buffalo, and Fred Schell, Buffalo. The distance covered was 22½ miles.

The attendance during the week was fair, but Saturday night saw a good crowd at the Auditorium.

Riders Off for Chicago

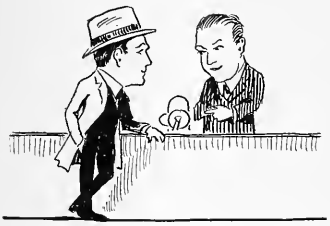
Now that the Buffalo race is a thing of the past the six-day stars are packing their bags for the Chicago fixture, which is the next of the series, and is scheduled to start in the Windy City with a cycle racing carnival on January 31st, in which the national stars will enter.

Relating the Adventures of John Prospect

In Which Prospect Sees the New York Show and Learns a Startling Fact About Accessories—He Finds That His Machine Can Be Made to Go 134 Miles An Hour

The twelfth of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler

It happened that during the first week in January John Prospect was visiting New York city. Of course, he was drawn to that universal magnet of the motorcyclely interested, namely, the show at Grand Central Palace.



"These magnetos are class," spoke the man

Finding his way to the fourth floor of the great structure, Prospect wandered around for a while until he came to anchor in front of a showcase in which the Q magnetos were displayed, of several sizes and type.

"These are class," spoke the man in the booth, "because they always give a hot spark, no matter what the speed of the motorcycle is. If you are going 50 miles an hour along a smooth road the spark will be as constant as if you are put-putting your way through the most crowded streets in New York. You own a motorcycle, don't you?"

"Yes," assented Prospect.

The Q Magneto Will Add 10 Per Cent

"Well, no matter what make it is, or what date, the addition of one of these dandy magnetos will add 10 per cent to its speed. All the racing boys that have brains enough to steer out for a moving van have them on their machines and can't say too much for them."

"I didn't know that."

"'S a fact. Don't you want to add 10 per cent to the speed of your machine? Well, take one of these home with you. Put it right in your pocket now. You needn't worry about attaching it. One of our men will call on you in the morning and make all snug."

"Thanks," said Prospect, "but I think not."

At the next booth a number of tires were arranged in an attractive pyramid, the base of which was a solid block of rubber a foot or so in thickness. A live looking fellow in the booth leaned over to Prospect and waved his hand at the pyramid of gray, red and blue tires.

"Those tires are class," he declared. "See that nobby tread on those red ones over there—that's for the motorcycle vans that carry heavy loads. And then those gray treads—say, you have a motorcycle or bicycle, haven't you?"

"I ride a motorcycle."

The salesman nodded as if to say, "I thought so," and continued his line of talk.

The S Tires Will Increase His Speed

"Do you see that smooth tread? Look at it, feel it—ain't it fine stuff? It's class, I tell you, and the minute you slap those tires on your machine up goes your speedometer pointer seven miles an hour or more, no matter what make your motorcycle is, and you feel the difference as soon as you try them. They add 10 per cent to your speed."

"Suppose my machine is equipped with the Q magneto; will it add 10 per cent to its speed?"

"Why, of course—the magneto doesn't affect the tires. You see, a nobby tread loses you speed because it fails to climb over the stones in the way. You know how many stones there are in a road. Well, the knobs resist the stones while the smooth tread just climbs over them and sails on its way. It's the same principle as the 'pusher' in a runner's shoe. You know what that is, don't you? Well, this is the same thing on a motorcycle, and it makes a difference of 10 per cent in the speed of your machine."

"I see what you mean," said Prospect, "but my pocketbook is suffering from emaciation. Otherwise I would buy a few."

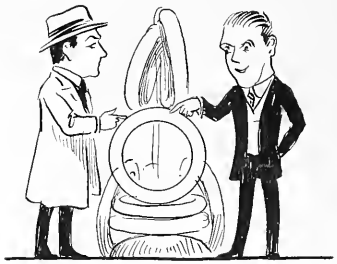
At the next booth was displayed an assortment of chains. Two wheels, upon which was placed an S drive chain, revolved silently and smoothly in the most conspicuous place in the booth. Prospect watched the display until the agent who was in charge of the booth noticed him and opened up.

"Class, isn't it? Look at that smooth action. Did you ever see a chain that made as little noise as this does?"

Prospect shook his head. He felt like saying that he would rather see the chain revolve on a machine in the dust and dirt than judge of its qualities like this.

A Big Selling Talk

"Now I want to tell you a story," continued the agent. "Didn't you slide down hill when you were a kid? On an old box? Of course you did. On the hill right out in back of the woodpile. You started sliding when you were a youngster just old enough to walk around the place by yourself. Then you hooked an old packing box from Aunt Mary and started to slide down that hill in back of the woodpile. Well, you found it bumpy at first, didn't you? Of course you did. What did you do? When you were old enough to handle tools—except the axe; you never were quite old enough to chop wood, were you? I know; I've been there myself—ha, ha!—when you were old enough to handle tools you went out and got half a dozen little wheels and nailed them on the bottom of that same old box. Then you slid down the hill much easier than before.



"Look at it, feel it—ain't it fine?"

and you called Tom over to try it. It was lots of fun. Well, now you ride a motorcycle, don't you? Yes, well you are sliding down hill on the box bottom until you put the S chains on your machine. The S chains are like the wheels

on the box—superior to everything else in their line. It's all due to a new roller we've just put on the market. Now how fast can your machine travel?"

"Fifty-two miles an hour."

"Hm! Put S chains on it and go 10 per cent faster."

"Even with a Q magneto and R tires?"

"Sure; what's the matter with them?"

But Prospect explained again that his purse had had an acute attack of cramps, and wandered on to see what there was to be seen in the many display booths of the exhibit.

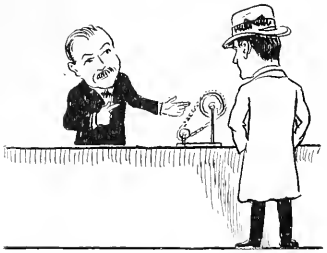
He noticed particularly a booth where a spark plug was being put through its performances showing its timing and the strength of the spark produced.

"It's pretty good, isn't it?" observed the agent. "Look at the regularity of that timing and the big spark. Other plugs are heated to a point where the metal softens and the points come together or fall apart. Then, of course, you walk home—if you haven't one of our plugs along in your tool box."

"That so?" Prospect leaned on the showcase and contemplated the flashing spark.

What the T Spark Plug Would Do

"Yes. I'll tell you why it is. Professor Hoffenbergermann of the University of Leipsic and the Rockefeller Institute was commissioned by the T Spark Plug Company to find a metal compound that would be sufficiently strong to withstand the terrific heat generated in the motorcycle cylinder. The professor retired for two years to complete this undertaking, and carried on no other researches during the entire time. He would not be satisfied with partially effective compounds, but worked until he finally produced the T metal which is superior to all other metals for the purpose. The



"With S chains you go 10 per cent faster!"

points are, of course, of the T metal, and under rigid tests at the factory made by a graduate of Harvard college they failed to melt at a registered temperature of 1,000 degrees centigrade. After the plug had been subjected to this unheard of temperature we took it out and put it in a motorcycle and not once did it miss or fail to give a steady spark during a hundred mile trip registered by a Ne Plus Ultra speedometer. There is the very plug."

Prospect inspected it with interest.

"My plugs have always given me good service," he observed.

—And Why It Would Do It

"Perhaps. But buy one of our's and add 10 per cent to the speed of your machine."

Prospect was startled into dropping the invulnerable plug.

"What, a spark plug add 10 per cent to the speed of a motorcycle!"

"Sure. It's all a matter of timing. What does a rider do when he wants to tune up his mount for speed? He doesn't prune the magneto or shave the crankcase. He adjusts his timing gears, and times the explosion to a certain position of the piston. Every rider has his own preference for the timing, and some of them value the secret so much that they turn down big offers of cash for it. Now what is the mainstay of this delicate and important operation of timing? Why, the spark plug. If timing effectively can add 10 per cent to the speed of your mount, the spark adds 10 per cent to its speed, and so the spark plug does. Isn't that logical?"

"Sure," said Prospect. "Sure, but I don't want to buy one today."

Continuing on his rounds of the booths he came to the exhibit of the U carburetter. This was attractively displayed in front of a large card which showed the apparatus in cross section together with its connection.

"Good morning!" cried the salesman, who was a cheery person in a checked vest and spats. "What do you think of this carburetter? It has class!"

Prospect inspected one of the specimens lying on the table.

"What is its chief feature?" he asked.

The U Carburetters

"Well, you ride a machine, don't you? You know what speed you'll get out of her with this carburetter."

"A ten per cent increase in speed?"

"Yes. On any machine—if you install a U carburetter you can go 10 per cent faster on the same mixture as with any other made."

"Even if the machine is equipped with a Q magneto, R tires, S chains and a T spark plug?" Prospect wanted to know.

"Certainly. The equipment has nothing to do with the carburetter."

Prospect wandered around among the booths for an hour or so more, and learned at five more displays that the use of their clutches, their new piston rings, their patented rear hub, their control wires or their connecting rods would increase the speed of his motorcycle in each case 10 per cent.

The Result—134 Miles an Hour

Then he went over to the bar and had a drink while he took out his pencil

"A 10 per cent increase in speed?"

and notebook and did some figuring. This was what he put down in the notebook:

Original speed of my motorcycle, 52 miles an hour.

With Q magneto, 10% increase....57.20
With R tires added.....62.92
With S chains 69.21
With T spark plug.....76.13
With U carburetter 83.74
With V clutch 92.11
With W piston rings.....101.32
With X rear hub 111.45
With Y control wires.....122.59
With Z connecting rod, 134.84 miles an hour.

"One hundred and thirty-five miles an hour! One mile in less than 30 seconds, and 2¼ miles in one minute. That's the speed I could go with all those added to my machine. What's the use of buying a stripped stock racer if an old single can hit the dust for 2 miles a minute?"

He shut up his notebook and went over to where the M speedometer was exhibited.

"Do you guarantee that your product will increase the speed of my machine 10 per cent?" he asked the salesman.

The other man looked surprised.

"Why—no," he exclaimed. "That is, if you want it put forward 10 miles an hour we can easily do it. We make it a point to oblige customers in every possible way. Can I take your order for a speedometer?"

"No," replied Prospect, shutting his notebook with a bang. "No, I'm going home. This show is too fast for me—I can't stand the pace."

New Year's Endurance Run of Portland Motorcycle Club

Fourteen riders were in at the finish of the annual New Year's endurance run under the auspices of the Portland Motorcycle Club in the Oregon city of that name, and four are credited with a perfect score. Those with perfect scores are Archie Rife, Harley-Davidson; Bert Hedderly, Dayton; Ed Berreth, Excelsior, and Ed Beletski, Thor.

The big event was started promptly at midnight, Friday, 1st inst., L. G. Olson, of Ontario, Ore., who was the only out-of-town entrant, being the first starter. He was followed by 38 others on various makes of machines.

The start was made at Broadway and Pine street. From the starting point the riders rode across the Broadway bridge to Sandy road, along Sandy road to Troutdale and across to Ferndale and Powell valley and on down to Gresham. From Gresham the riders went to 82nd street and Powell valley road to Sandy road. This course was covered 13 times, making the total distance of the run 375 miles.

One of the big features of the run was the remarkable showing made by Olson, the Ontario man, who was the winner recently of the La Grande-Baker endurance run. Olson is a sandy road rider, but in the mud he seemed perfectly at home. His score will be in the neighborhood of the 995 mark. Olson had chain trouble during one of the laps, and he also lost one lap when he became so ill that he could not stay on his machine. After a short rest he continued his dare-devil riding and gained on the other leaders on every round of the course.

Archie Rife was the first rider to cross the finishing line, and according to the schedule of the referee finished promptly on time at 5:31 A. M. Seven other riders finished within their time limits.

Although riding over the so-called "Sandy Road," the riders were covered with mud from head to foot, the conditions of this particular road and others being very bad. The stiff wind that blew along the Powell Valley road also greatly handicapped the riders.

The riders were allowed but two 10-minute periods for meals, about six hours apart.

Among other riders who finished with high scores are Gus Peppel, Axel Kildolph, George Swygert, E. H. Allen and Ted Gilbert.

The complete official scores were delayed owing to the inability of the referee to obtain them promptly from the checkers.

Motorcycle Riot Gun From the Indian Factory

Hardly a day passes but some new field of utility for the motorcycle is discovered. The extensive use of the motorcycle by the military authorities in England and France for manoeuvres and courier service, suggested to the engineers of the Hendee Mfg. Co., Springfield, Mass., possibilities in a combination of motorcycle and automatic gun for riot service in this country.

The accompanying illustration of a motorcycle and sidecar chassis on which a Colt automatic field gun of rifle caliber is mounted, shows the originality and thoroughness with which the idea has been developed and is of unusual interest. There is little doubt but that such a combination will appeal very strongly to militia men and police authorities, as its numerous advantages are self-evident.

In speed, ease of handling, reliability, upkeep cost, operating radius and comparative target areas, the motorcycle propelled gun is superior to a horse-drawn weapon. Provision is made for carrying two passengers, so that it is possible to operate the gun while the machine is in motion, which greatly increases its field of usefulness.

The motorcycle shown is a standard Indian two-cylinder model of 15 horsepower, equipped with two-speed gear, and the chains, which permits the machine to be used for cross-country work is desired. A speed of 40 miles per hour is attainable, and a radius of 75 miles on a tankful of gasolene can be covered.

The gun is carried on a special mount which is collapsible and is carried on the chassis. The equipment also includes a loading apparatus, shown in the foreground of the platform, which, by the turning of a crank, automatically loads the cartridges into belts, from which they are fed into the gun. After the first shot is fired, loading, firing and ejection of the shell is performed automatically by the powder gases as long as the operator presses the trigger, the combination comprising the most destructive mobile apparatus ever devised for service.

Watch For These Stolen Machines

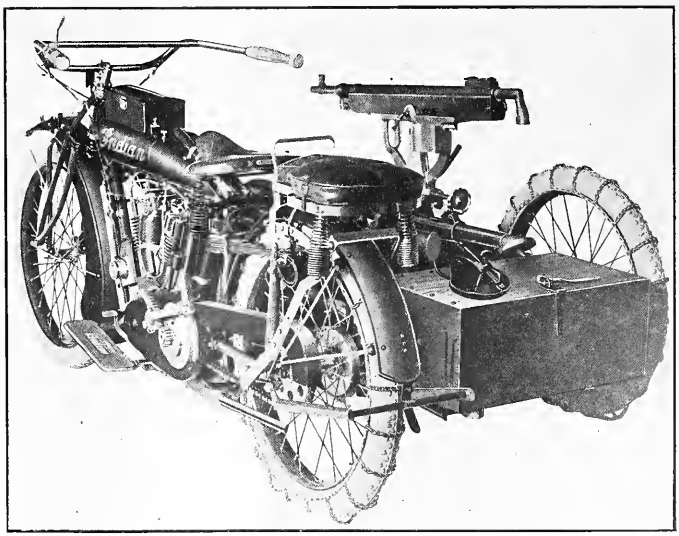
The theft of an Excelsior, single-cylinder 1912 model, is reported. The motor number is 17341.

Also the theft of an Indian twin, engine number 70C126. These two machines are reported by A. Knight, of the Knight Mercantile Co., 1131 Olive street, St. Louis, Mo. Fifteen dollars reward is offered in each case.

The same firm offers $5 reward for the recovery of a Crown bicycle, made by the Great Western Mfg. Co., 1914 model, 22 blue robin egg frame, blue front rim, red rear rim, New Departure coaster brake, nobby tread tires; frame number 26134.

Canada to Hold Show

A motorcycle, bicycle and accessory show is scheduled to be held in the Arena Gardens, in Toronto. It will last for a week in March. The military element of the two-wheeler will be represented by armored sidecars, Maxim gun apparatus and other military models.



New Indian product, a riot gun, mounted on a sidecar chassis

Interesting the Little Fellows

If anybody told a dealer that he could get in well with all the boys and girls in his territory at no expense to himself, would he want to know how and why? He certainly would.

Well, this is the secret, if secret it is: H. O. Stuart, agent for the Harley-Davidson in Huntington, Ind., took out his new Harley-Davidson demonstrator in the snow. After making some power tests on the hills he invited a bunch of boys on sleds to hitch on tandem behind his machine. They took him at his word and around town they all went, Stuart having as much fun out of his demonstration as did the kids.

And the old folks took notice of it all!

California Rider Praises Mount

One of the most enthusiastic motorcyclists of California is Edward H. Liston, of Chico. "I have ridden by motorcycle on all kinds of roads," says Liston, "in the mountains with snow over the front hub, in rutted mountain roads so deep with soft dust that it would roll over the top of the crankcase, in mud and slush half way up the crankcase, in desert sands, over boulders resembling small mountains, and also over paved streets and boulevards. And my two-wheeler has always stood up." Liston says that when he gets back from a hard trip all his machine needs is a good cleaning, a little oil and gas and they are ready to start out for a long ride again.

Powerful Forest Fire Fighters

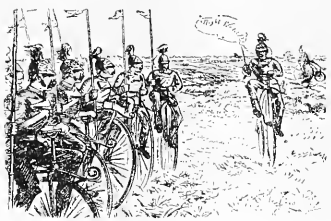
Motorcycles have been bought by the forest service for use in the Black Hills of South Dakota, in connection with fighting forest fires. Powerful machines, able to carry two persons, and equipped with fire-fighting tools, are kept in readiness for immediate use at Custer and Deadwood.

Hartford Appropriation for Machines

The Board of Finance of Hartford, Conn., recently appropriated $650 to be used in the purchase of motorcycles for the police department. Police Commissioner J. C. Gorton requested this sum to be used in the exchange of seven old machines for seven new ones.

Cycle Events in Movies

Motorcyclists of Washington, D. C., who were not privileged to attend the big motorcycle events of last summer will soon be able to see these competitions in the moving picture theater. Films of the races at Savannah, Sioux City, Dodge City, and other important events have been secured and arrangements are being made for an exhibition at one of the local picture theaters.



An old-time bicycle cavalry

Fort Wayne Agents Tow Sleigh in Street

C. F. Schory and H. Cook, agents for the Harley-Davidson at 1113 Broadway, Fort Wayne, Ind., have evolved the idea of towing a sleigh with two occupants through the snow-covered streets of that town.

In this way they attract general attention to the pulling power of the machine they handle.

Riders Get Together in Crown Point

Riders of Crown Point, N. J., are getting together to form a motorcycle club, and it is expected that the organization will be completed early in January. The program of the new club will include a number of endurance runs and racemeets for the 1915 season.

Excelsior Agent Makes Deliveries

E. E. Peterson, the Tacoma Excelsior agent, has recently inaugurated the Excelsior delivery service in Tacoma and has added considerably to his income during the holidays by delivering the numerous Christmas presents.

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Thor Super-cycles

Built for THE MAN WHO KNOWS

As the Super Dreadnought is above all other war vessels so is the THOR compared with its competitors.

The big, powerful 1915 THOR is emphatically the riders' machine, built for endurance and with every modern addition and improvement that skill and experience can suggest.

A few new THOR features—THOR Universal Starting Device, New Style Planetary Two Speed with Dry Clutch, Larger and Improved Coaster Brake, Enclosed Valves and Rockers, Large Manifolds and Full Inch Schebler Carburetor, Exceedingly Low "SAFETY FIRST" Saddle Position.

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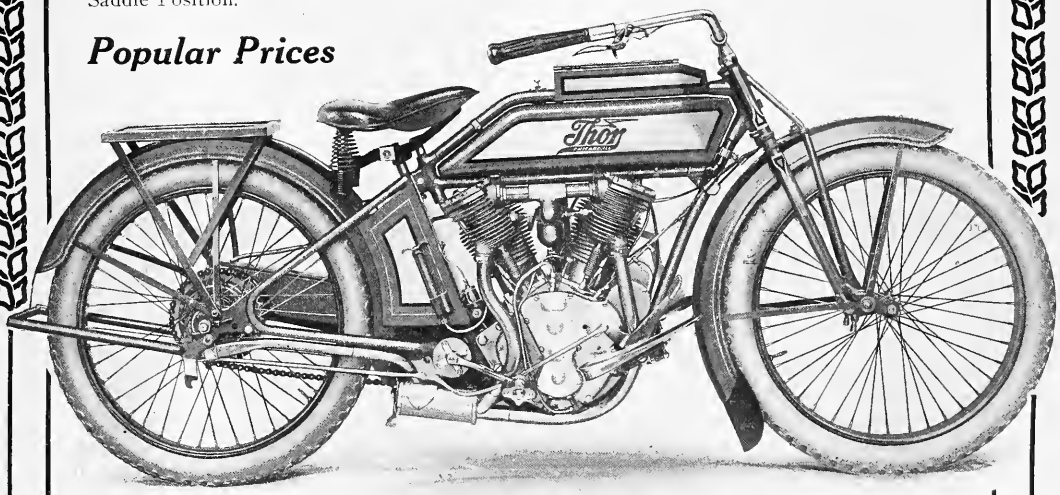

Model 15A, 12 H. P. Twin, 76 cubic in. displacement, New Improved Planetary Type Two Speed with Dry Clutch, THOR Universal Starter, Internal Reduction Gear, THOR Mechanical Oiler, Roller Bearing Motor Throughout.

$275

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Model SR, 7 H. P. Twin, Short Coupled Road Racer	**250**
Model 15W, 6 H. P. Single. Two Speed, THOR Universal Starter	**230**

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1915 Models Made the Hit of the Show

Thousands admired their original features

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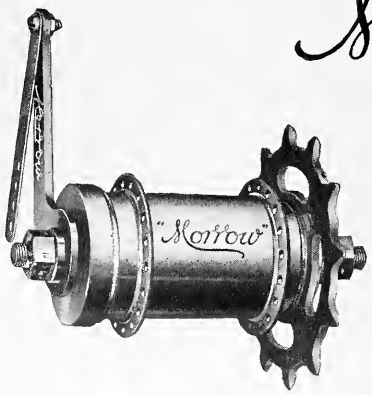
IMMEDIATE DELIVERIES

THE POPE MANUFACTURING COMPANY

4 CYCLE STREET WESTFIELD, MASS., U. S. A.

Morrow



The Coaster Brake quality which this name connotes has a definite, demonstrable basis.

The most particular care is taken in the selection and heat treatment of the several steels that enter into the construction of the MORROW BRAKE. This grade of steel is suitable for certain parts requiring strength with toughness; that grade for certain parts subject to wear. Inspection of raw material, and inspections at every stage of manipulation, insure the maintenance of our standard. The most particular care is taken in the manufacture of the parts (by the limit gauge system), and in the testing of the assembled Brakes before shipment.

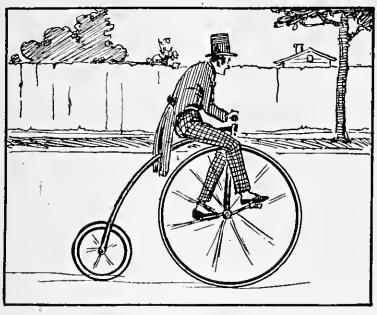
It is by these precautions that we are keeping the MORROW in its place as the reliable Coaster Brake.

Dealers:—If you have not received our attractive Eclipse Catalogue, write for one today.

ECLIPSE MACHINE CO., Elmira, N. Y.

Licensed Coaster Brake Manufacturers

NECESSITY



Mothered
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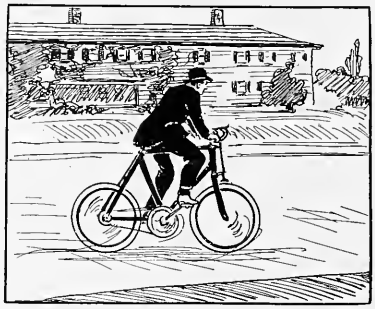
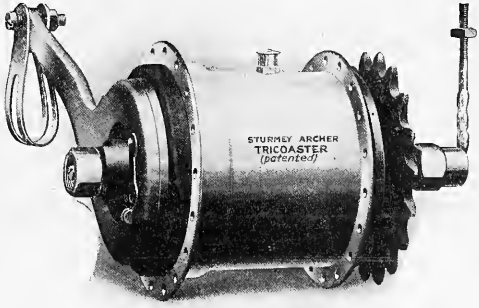


STURMEY ARCHER 3 SPEED GEAR



The Old "High Wheeler" Wasn't Practical

—because every time the rider mounted, he took his life in his hands.

The original "safety" bicycle fell short of the mark. There wasn't any brake—the frame was awkward—the tires were poor.

NECESSITY produced dozens of brakes—good, bad, and worse.

NECESSITY lowered the frame and gave it grace and beauty.

NECESSITY brought on pneumatic tires. But until today—in spite of the tremendous popularity of the "safety" bicycle—

It Hadn't Proper Gears

—and now Necessity has mothered the invention of the Sturmey-Archer 3-Speed Coaster Hub—that fits any chain-driven bicycle, and is standard equipment on **Columbia, Rambler, Tribune, Cleveland, Crescent, Monarch, Dayton, Excelsior, and other standard Bicycles.**

DEALERS:—How many bicycles are ridden in your territory? At one Sturmey-Archer 3-Speed Coaster Hub each, how many sales do you foresee? Write today for our agents' prices—they allow for big profits.

CYCLE MFG. & SUPPLY CO., 180 N. Dearborn Street, Chicago

Manufactured Under License U. S. and British Patents

A New York Cycle Man Said—

Speaking of the Smith Motor Wheel—It is the missing link that connects the cycle man's business with the team Profit and Success

He is right. It is a rent payer—a business builder. Cycle dealers from maine to California attending the show pronounced the

Smith

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the biggest profit making cycle proposition in twenty years.

People like Haverford of Pennsylvania, Grady of Massachusetts, Cahn (N. Y. Sporting Goods Co.) of New York, Harwood of Indiana, Burton of Texas, Exchange Motor Service Company of Oklahoma and Mount of Ohio—These are a few of the big men who are making good with the Smith Motor Wheel.

If you know any of them write them—then if your territory is not closed, write us for a proposition.

Motor Wheel Division "17"

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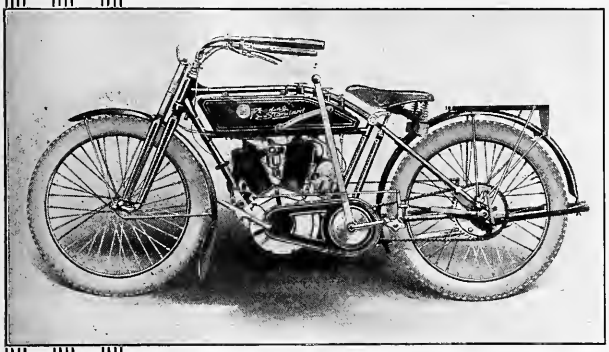

The 1915 R-S

CAREFUL examination and comparison has proven that the 1915 R-S represents the last word in modern motorcycle design. The R-S is not an experiment; 12 years of motorcycle manufacturing stands back of these wonderful machines.

It has less parts than most machines, consequently less chance for trouble, as every additional working part means additional expense and repair cost. Nothing but the very best materials and workmanship enter into the R-S construction, and by giving all machines a final road test in the mountains, the inevitable result is the best of service and minimum repair cost.

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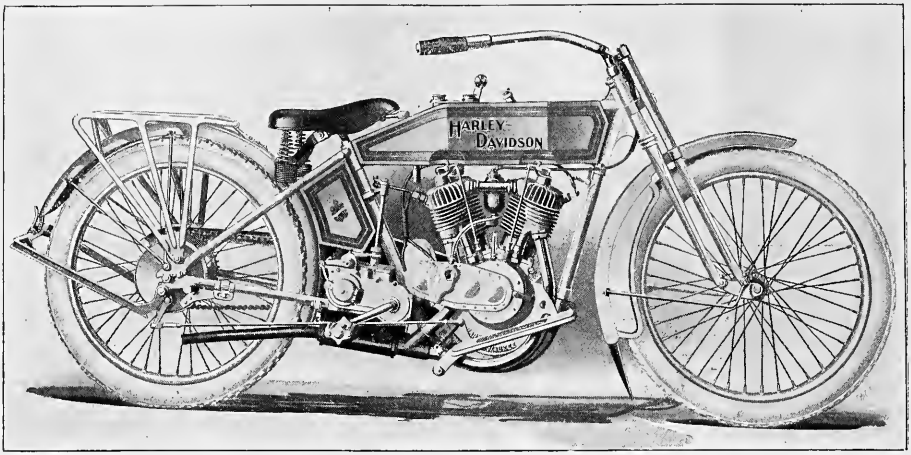

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The Most Popular Harley-Davidson

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This is the best evidence we can offer of the popularity of this machine.

It's the machine the riders want and the Harley-Davidson dealers are getting the business because they are able to make immediate deliveries.

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Simplicity Means Efficiency

Each added complication to any mechanical device is a subtraction from the sum total of efficiency to be obtained from that service.

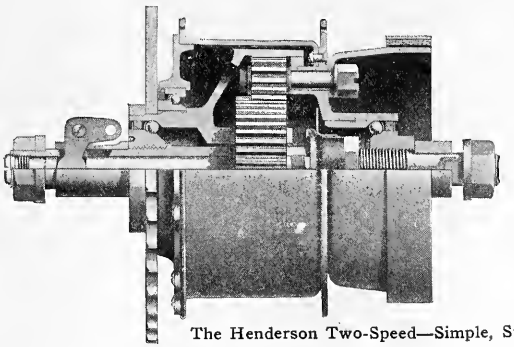
The flexibility of four cylinder power dispenses with the necessity of more than two speeds in the Henderson—therefore efficiency is increased by decreasing complication.

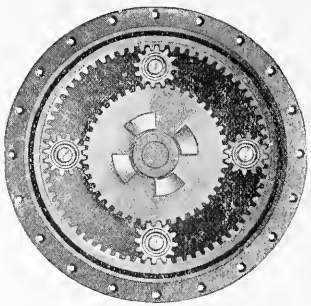
In the construction of the Henderson two speed, strength, simplicity and ease of access were the important controlling factors.

A careful comparison, assisted by the complete description in our catalog, will convince you that this has been accomplished.

The Henderson two speed, supported by Henderson four cylinder power, will give greater riding comfort and road efficiency than is obtainable with any inconstant power supported by more than two speeds.

Complete satisfaction in the machine you ride, demands an investigation of Henderson two speed efficiency.





The Henderson Two-Speed—Simple, Strong, Powerful

Have you met "Henderson Bill." Write for an introduction

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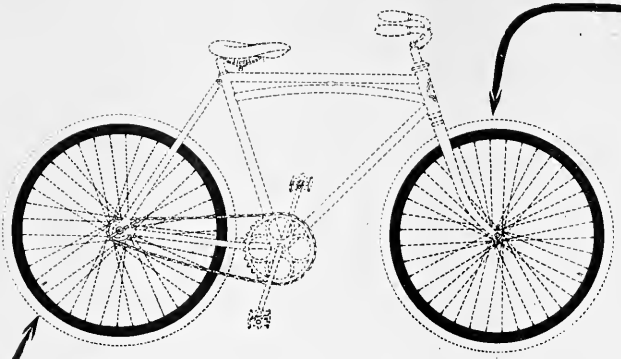

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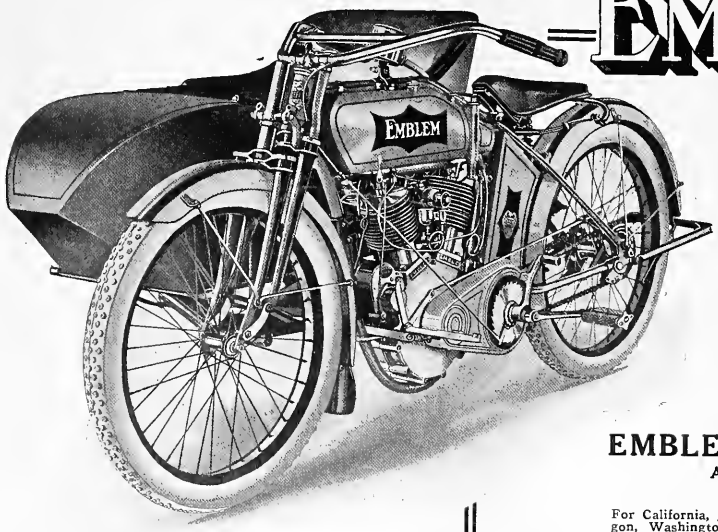
In full unstinted measure without the shadow of doubt when you buy the



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Nothing has been neglected to make this new EMBLEM the medium of perfect satisfaction to the rider who appreciates the fine points of an extraordinary machine.

The designing and construction of EMBLEM embody the results of the experience of the leading riders and the most competent engineers in the motorcycle world.

The new EMBLEM Patent Kick Starter has proven its superiority over all others. It never fails to work. Let us tell you all about it. Our new catalog is waiting for you.

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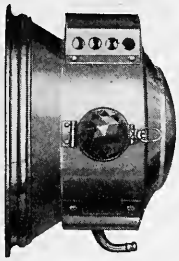

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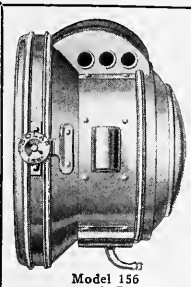

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Side

and

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Model 1236

Price $7.25

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Model E. M. 2

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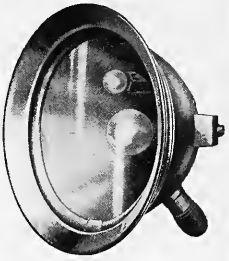

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made by our Company are considered standard by riders and by the trade at large.

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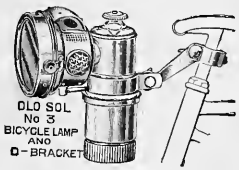
PROTECT YOURSELF Ride in Safety and Comfort



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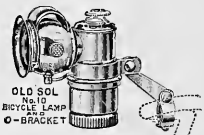
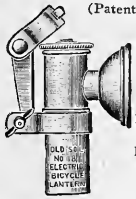
No. 3—Strong, practical, economical. Cannot jar or blow out. Projects a beautiful white light of about 100 candle power. Bracket fits all handle-bars in three positions. Does not scratch enamel.

No. 10—Very attractive. Free from trouble. Will absolutely not leak or corrode. Burns 6 to 7 hours.



Price $2.50
(Patented)

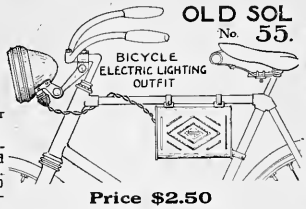


Price $1.85

OLD SOL
Electric Outfit
No. 55

No. 55—Price, $2.50 (less Batteries). For bicycles.

No. 180—Price, $1.85, with regular "O" bicycle bracket and battery. Top of lamp and bracket nickel-plated, body (black) enameled. Throws a very powerful light and burns 20 hours intermittent. May be used as hand lantern.



Price $2.50

Price $1.85

Use Ordinary Dry Cells. Cost About 1 Cent per Hour

OLD SOL LIGHTING SYSTEMS
For Bicycles and Motorcycles

Write for our Dealers' Proposition and 1915 Catalogs

OLD SOL Electric Bicycle Lantern No. 280

Price $1.85 (less Battery). Latest improved type of Bicycle lantern. Equipped with specially constructed parabola reflector and throws a very strong wide light. Employs ordinary No. 6 dry cell.

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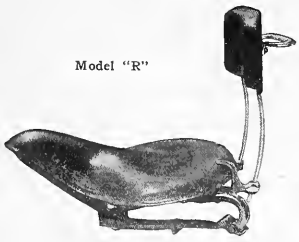
F-N BUSINESS BOOSTER F-N

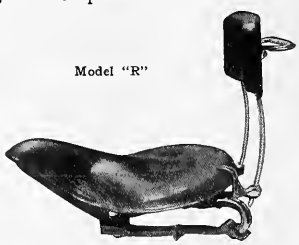
Every F-N Tandem owner is a BOOSTER. That spells BUSINESS for the dealer. Don't let this BUSINESS BOOSTER get past you. Order from your Jobber or direct.

Patented

One of our customers states that were he obliged to give up the F-N BACK REST he would stop riding entirely. He's an F-N BOOSTER. There are thousands more BOOSTING a good thing. Send today for Booklet describing the Complete F-N line.



Model "R"



Model "R"

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KELLY HANDLE BARS

Standard of the World

WE MANUFACTURE BOTH STYLES

Divided Adjustable Bars

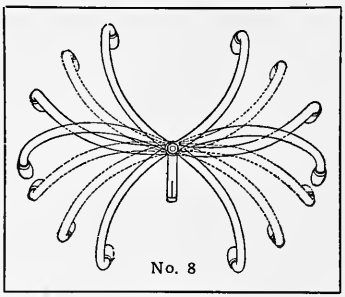
For High Grade Bicycles

Give You Any Position You May Desire and

Kelly One Piece : : Top : : Reversible Bars

Only Two Positions

For Cheaper Bicycles



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Write for Prices

KELLY HANDLE BAR DEPT.

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The Name That Made the Cycle Famous

Ask yourself the following:

What bicycle is greatest in reputation, in prestige?

What bicycle is conceded mechanical supremacy?

Which line is most complete in variety of models?

Which line is nationally advertised?

Which bicycle is sold easiest and stays sold longest?

An answer to these questions will solve the dealer's problem.
That is how 1500 Iver Johnson agents have found a solution.
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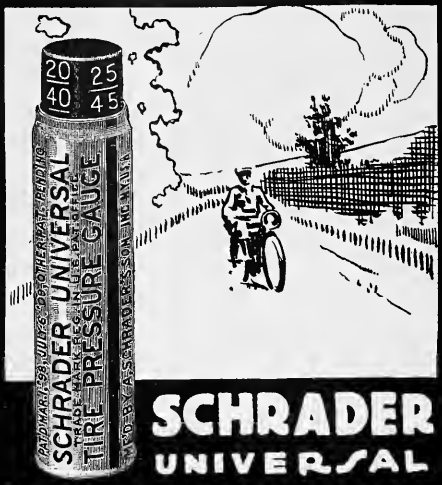

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Let us send you our motorcycle booklet giving the views of tire manufacturers on the importance of keeping motorcycle tires inflated to a prescribed air pressure.

If you have been riding on haphazard pressure you have been spending a great deal more money for tires than you need have spent.

The use of a

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will save you this needless expense and may save you your life in the bargain.

Price, One Dollar

For Sale by Tire Manufacturers, Jobbers, Dealers, Garages, or

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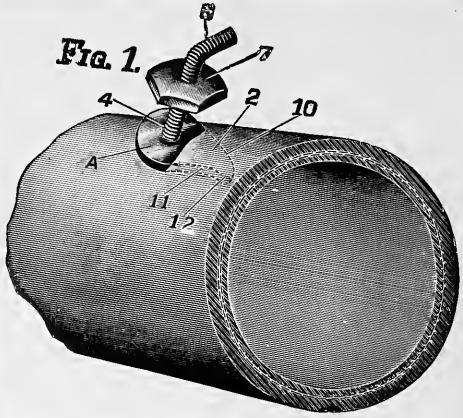

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NEW, SIMPLE AND EFFECTIVE

Can be inserted with ease in the smallest puncture. Solid piece oval head, making leak through thread of shank impossible. Top washer can be tightened at any time and with any style of wrench or plier.

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whenever you want information regarding anything manufactured by or for the cycling industry.

We are always glad to give dealers assistance in their buying and have on file all the latest catalogs of manufacturers and other available data.

Our mission is to promote the distribution and sale of everything pertaining to cycling. How can we help you ?

The Bicycling World Founded 1877
and
Motorcycle Review

239 West 39th St., New York

Sell the Genuine NEVERLEAK TIRE FLUID

SELL the one standard, time tested, absolutely reliable tire fluid, used by riders everywhere for healing punctures in bicycle tires. It's the one kind that gives positive satisfaction to all.

Heavily Advertised

Take advantage of the big advertising campaign on Neverleak Tire Fluid. It is sending thousands of riders into stores and repair shops looking for the genuine Neverleak in the green, white and yellow tubes, that retail for 25c.

You make a splendid profit on Neverleak and get valuable premiums in addition. Write for further information at once.

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LOOK AROUND

You will always find that **Stevens Motorcycle Accessories** give **absolute satisfaction** to their users. They all have real utility and are well made and attractively finished.

Dealers handling them are assured of a growing demand and permanent reputation.

New catalogue will be attractive. Shall we send you a copy?

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Manufacturers of High Grade Motorcycle Parts and Accessories

Saddles:

"Vastly BETTER Than the Kind You Thought Was Best"

Dealers:

The greatest factor in successful merchandising is the wisdom of selling goods that give permanent satisfaction—for this method means repeat orders and business building. Quality goods bring quality buyers and quality buyers mean profitable business.

Persons Saddles

are built to a standard—not to a price. They are expressly designed and made to give the rider maximum bodily comfort and thus produce lasting satisfaction.

Riders having once tested the luxury and service-giving qualities of Persons saddles have not only become permanently satisfied, but have developed into the most enthusiastic boosters. A man will only recommend a **good** thing to his friends.

Persons saddles therefore are their own best salesmen and they put a strong punch into the saddle sales of any wide-awake dealer.

Our saddle sales have doubled in a year —have yours? If not, write for the Booklet—**"The Best Buy"—It will tell you why.**

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Perfecto Tail Lamps

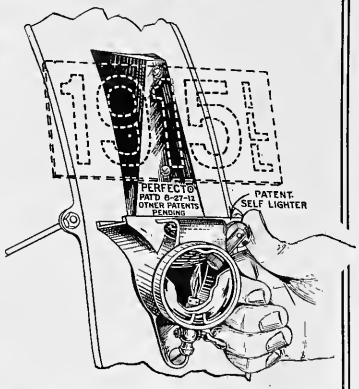
embody the latest and best lighting ideas

Not Affected by Any Vibration—Fits Flat Against the Mudguard

Self lighting and comply with all legal requirements.

Will never shake loose or rattle.

Absolutely guaranteed.



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Reading Standard Bicycles are guaranteed for three years, but their quality lasts longer. Investigate. A good proposition for live dealers.

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INDIANS and Excelsiors, 1912 or 1913 models, can now be fitted with the patented Yale planetary two-speed gear without alterations or machine work. It brings them up to date and gives a wonderful increase in the all-round ability of the machine. Same transmission as used on the new Two-Speed Yale.

Have the Yale Dealer apply this transmission to your machine.

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Most and best rubber, specially treated. Fabric specially woven. Two styles tread, Non-Skid and Corrugated. Four Sizes—28x2½ and oversize 29x2¾, also 28x2¾ and 28x3. All Branches and Dealers. Write for Catalog.

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will be interesting reading to all motorcyclists, as electricity is continually being used more and more in motorcycle equipment.

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—Because it leads all others in workmanship, durability, comfort, convenience and appearance. The new 1915—

Rogers

ROGERS MANUFACTURING COMPANY CHICAGO

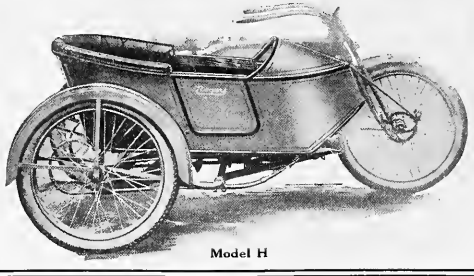
"The Gentleman's Sidecar"

includes, in addition to all of last year's points of comfort, ease, and construction, a lowered seat, resting on metal walls 3 inches in depth. The "form-fitting" upholstered back fits every passenger, regardless of size or weight.

Five minutes are sufficient for attachment or disconnection by the new ball and socket method—an exclusive feature of the ROGERS.

Price, complete, $75—no extras. Write for particulars about the ROGERS Sidecar that sells, and stays sold.

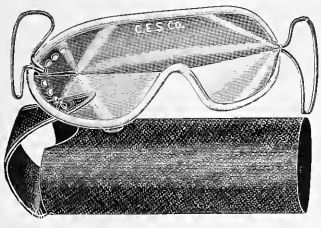
ROGERS MFG. CO., Hearst Bldg., Chicago, Ill.



Model H

"DIMMER GOGGLES"—

For Day or Night Riding



A profit producer that will turn the dollars over faster than anything you've handled. Instantly popular with motorcyclists. They soften daylight to a restful tone and protect against the glare of headlights at night. Made in five colors and give an added joy to riding. Dealers: Get DIMMERS from your jobbers.

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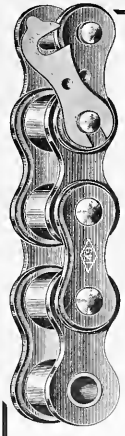

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"149"

DIAMOND CHAIN

Extra heavy for high powered machines—alloy steel rollers that will not break—improved heat treatment of wearing parts—each chain tested for accuracy and strength, insuring long life under hard service.

Convince yourself by mailing the coupon for free short sample.

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Motorcycles sold on easy payments.
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Full line of parts and accessories. Repairs guaranteed.
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Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

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A Complete Stock of Machines and Parts
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STANDARD PARTS — ACCESSORIES
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Mail orders filled day received.
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An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

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Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
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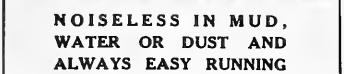
HIGH-GRADE

wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

Morse Twin Roller Chain



NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

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Prompt and complete shipments

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Red Oilproof Tread
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NON SKID

The biggest selling of all manufacturers' brands of bicycle tires.

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Get your friends to read this paper. They will like it and thank you for recommending it.

Star Ball Retainers

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Automobiles
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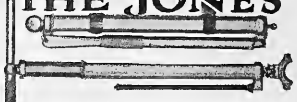

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A dandy combination outfit: High pressure pump, tire tool and container for the tire-repair kit.

THE JONES TIRE PUMP

When assembled for touring, everything goes into a compact group only 11 in. long. The pump handle serves as a protector for your hose. In use, unscrew cap on end of pump cylinder and take out your tire repair articles. After repairing puncture or blowout, attach pump to socket connections (permanently mounted on your machine) insert handle and pump up tire. It's easy work done this way.

Wouldn't you like one of these outfits? Price, $2.50. Heavily nickel-plated. Very attractive.

Write your jobber for your sample.

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The High Cost of Living Reduced

HOW to reduce Tire Expense, the biggest running expense of a motorcycle.

The above information will be given free in form of a pamphlet referring to all standard makes of tires, if you will address

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BICYCLE GOODS

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Ask for new Motocycle Catalog No. 58 XX and Bargain Book of Bicycle and Motocycle Supplies No. 146.

Please write us on your letter head

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10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order

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OF USED MACHINES

Two 1914 Twin Excelsior Demonstrators $150
Eight 1913 Twin Excelsiors..$100 to 150
One 1912 Twin Excelsior, Belt..... 85
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One 1913 Single Yale, 5 H.P..... 100
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Eight M-M's, $20 and up, aviation and regular.
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Range of prices according to equipment, $25 deposit, balance S. D. B. L.

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HENDERSON 4 cyl. motorcycle; fully equipped, Prest-O, head and tail lamps, horn, etc., overhauled with 1915 improvements. Cost $350, have bought a car will sacrifice for $150. C. S. LUDDEN, Treasurer, Peoples Savings Bank, Brockton, Mass.

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FOR SALE—An established motorcycle business in a city of 225,000. Agencies, Thor and Flying Merkel; will inventory $2,000. Address Box D425, care Bicycling World.

Startling Prices On Side Cars For 1915

$55—With arrangements for easy payments.

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Built Like An Automobile

Luxurious comfort. Strong and reliable. Built for the severest service.

This car is fitted with our famous chassis which made our 1914 the leading and most satisfactory car on the market. No frame replacements during the whols season.

Our long practical experience and unique facilities for economical production enable us to out-distance all competition.

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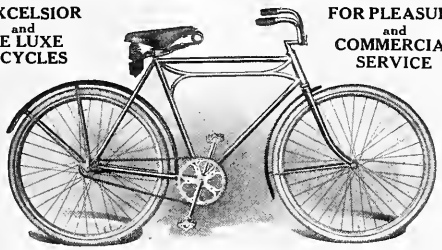
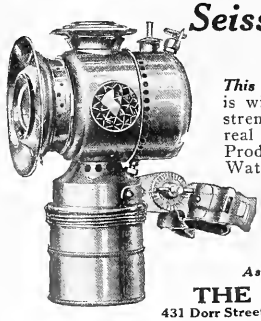
EXCELSIOR CYCLE CO.

EXCELSIOR and DE LUXE BICYCLES

FOR PLEASURE and COMMERCIAL SERVICE



Our New Curvilinear Truss
Write for Catalog showing a full line of Standard Models
166 North Sangamon Street **Chicago**



Seiss Breckenridge Gas Lamp

This is model 12—a lamp that is without equal for reliability, strength of construction and real value. 125 candle power. Produces a clear, white light. Water regulator under easy control at all times. Finished in bright nickel.

Retails at
$3.00

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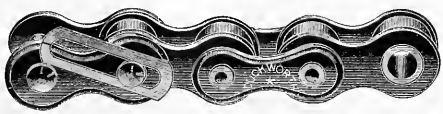

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We are presenting for 1915 a most attractive line of Fisk Bicycle Tires in single tube and clincher types, smooth and non-skid treads—the latter in either red or grey.

These tires range in price as they do in variety and come within the reach of every pocketbook, *each representing the utmost value in its class.* The different styles in this most attractive line follow:

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Gripfast (Motorcycle Fabric).
"66" EH Export (Nonskid Tread).
"66" (Nonskid Tread).
Special Racing Tire (Thread Fabric, Double Raised Tread).
Premier Tough Tread (Heavy Raised Tread, Two Fabric Strips).
Premier Oil Proof (Red Nonskid Oil Proof Cover).
Premier (Nonskid Tread).
Victor Thorn Proof (Nonskid Tread, two fabric strips).
Victor (Nonskid Tread).
Massasoit (Raised Tread).

Clincher

Premier, Red Top or Oilproof

Send to Department E for Consumer's Price List

THE FISK RUBBER COMPANY

Factory and Home Office **Chicopee Falls, Mass.**

Fisk Branches in 46 Principal Cities

"Free Service doesn't put money in the safe"

Says John Wise, the Successful Motorcycle Dealer

"It doesn't take much free service to eat up a lot of profit.

"I avoid this kind of loss—keep my profits after I've earned them—give the rider the biggest possible value, by making **this** special equipment offer:—

"A Prest-O-Lite, an automatic reducing valve, a lamp and a mechanical horn.

"Costs the rider about half what an electric outfit would cost him and makes me a good profit, that goes into the bank and stays there.

"I can give the rider perfect satisfaction, because he gets the only practical, reliable lighting system for motorcycles. Costs him less to buy and less to operate.

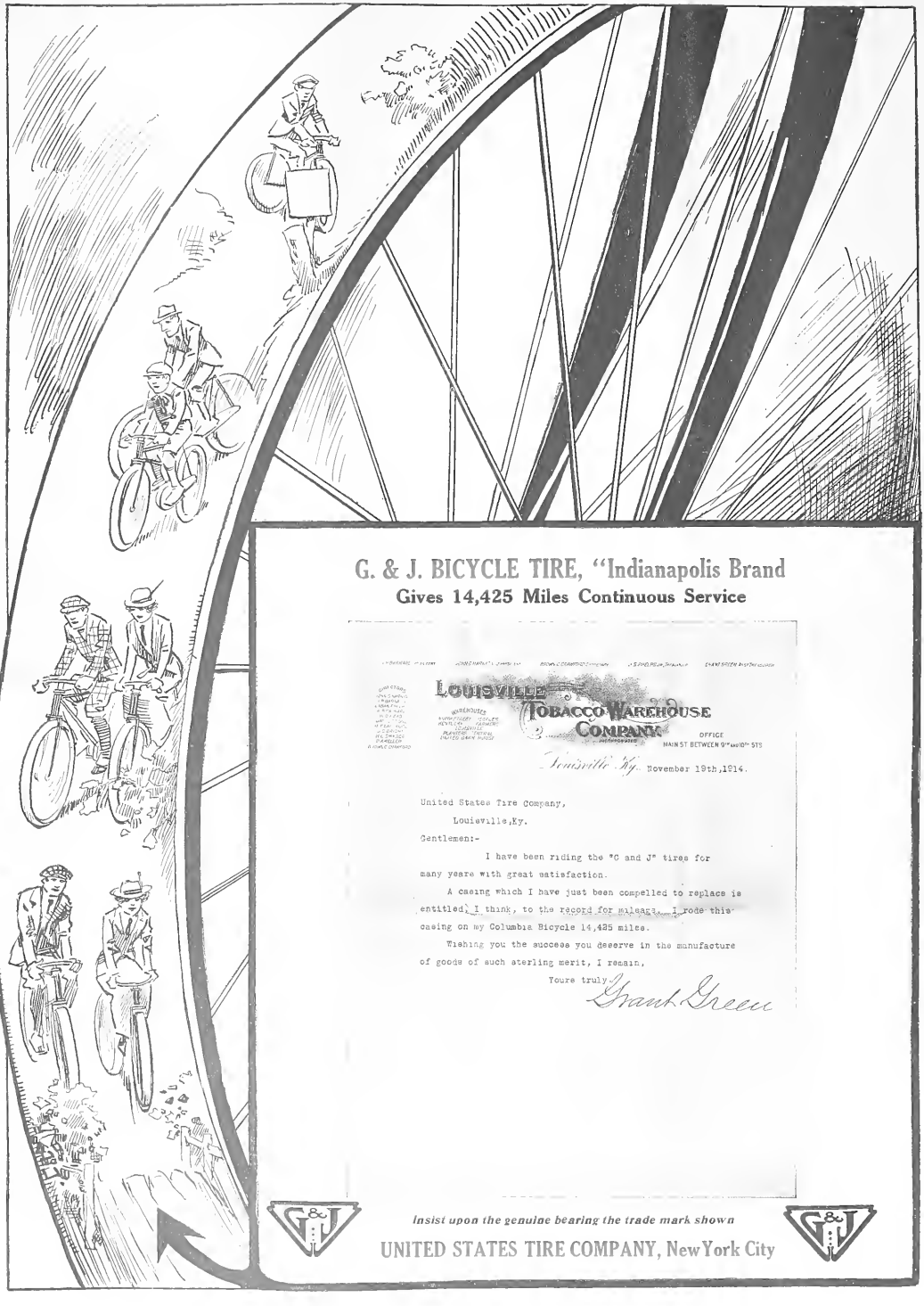
"My own equipment combination is easier to sell, because it appeals to the rider's good common sense. He isn't bothered with expensive adjustments, repairs and replacements, and neither am I. I'd hate to have to stand back of one of these 'get your lights free, generate your own current' outfits.

"You can't expect to make permanent profits on lighting equipment if it won't stand the acid test of daily use in the rider's hands. Prest-O-Lite is the only system that does. That's why the sooner you offer a special combination of your own, the quicker your bank balance will grow."

PREST-O-LITE

The Only Practical Lighting System for Motorcycles

For full details of a proposition that will interest every motorcycle dealer, write your name and address on the margin of this page—send it to the Prest-O-Lite Co., Inc., 245 Speedway, Indianapolis, Ind.



G. & J. BICYCLE TIRE, "Indianapolis Brand

Gives 14,425 Miles Continuous Service

LOUISVILLE TOBACCO WAREHOUSE COMPANY

OFFICE
MAIN ST BETWEEN 9TH AND 10TH STS

Louisville Ky. November 19th, 1914.

United States Tire Company,
Louisville, Ky.

Gentlemen:-

I have been riding the "G and J" tires for many years with great satisfaction.

A casing which I have just been compelled to replace is entitled, I think, to the record for mileage. I rode this casing on my Columbia Bicycle 14,425 miles.

Wishing you the success you deserve in the manufacture of goods of such sterling merit, I remain,

Youre truly
Grant Green

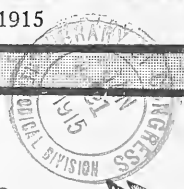
Insist upon the genuine bearing the trade mark shown

UNITED STATES TIRE COMPANY, New York City

The Bicycling World and Motorcycle Review

Founded 1877

38th Year | New York, January 19, 1915 | Ten cents a copy Two dollars a year



"Largest Motorcycle Manufacturers in the World"

AN Indian fact so well known that its deepest significance is often forgotten It means these things:

Solid financing—ample resources for growth.

Factory capacity—quick profits made for the dealer through unequaled ability to produce in large quantity.

Constant improvements—the designing and building of machines that have always led the industry in progress. (Nine big innovations for 1915.)

Powerful advertising—a national campaign every year absolutely dominating all motorcycle publicity.

International reputation—the name Indian is the by word for motorcycle perfection the world over.

Dealer organization—twice the number of Indian dealers of any other make.

Branch service—overnight service on complete machines and parts.

Where else but to the Indian can the dealer turn for all the elements of merchandising-success combined in one proposition?

1915 CATALOGUE READY

HENDEE MANUFACTURING CO., Springfield, Mass.

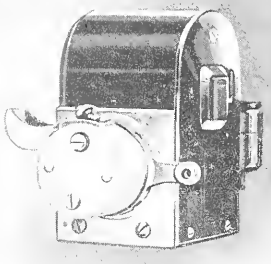
(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

Overland
Joins Hands With
Indian

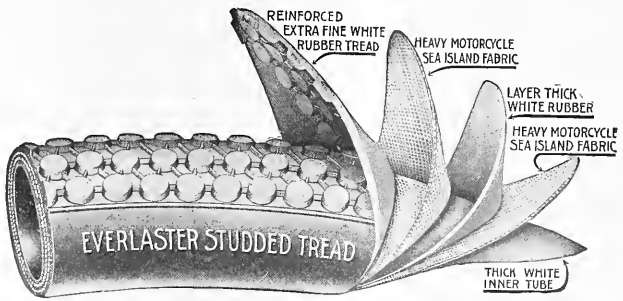
The largest automobile manufacturers endorse the action of the world's biggest motorcycle manufacturers in contracting for exclusive magneto equipment of

Dixie

SPLITDORF ELECTRICAL CO.

ATLANTA.....10-12 E. Harris St
BOSTON.....1112 Boylston St.
CHICAGO.....64-72 E. 19th St.
CINCINNATI.....811 Race St
DALLAS.....402 S. Ervay St.
DAYTON.....427 East 3rd St.
DETROIT.....972 Woodward Ave.
KANSAS CITY.....1827 Grand Ave
LONDON
LOS ANGELES.....1215 S. Hope St
MINNEAPOLIS.....34 S. 8th St
NEWARK.....290 Halsey St
NEW YORK.....18-20 W. 63rd St
PHILADELPHIA.....210-12 N. 13th St
SAN FRANCISCO.....1028 Geary St
SEATTLE.....1028 Broadway
TORONTO.....369 Yonge St
BUENOS AIRES

Factory: NEWARK, NEW JERSEY



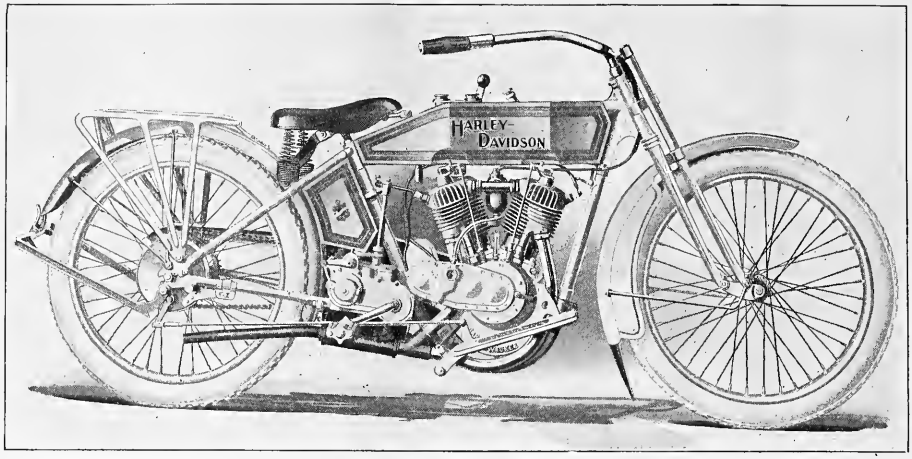
Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana



11 Horsepower, 3 Speed Twin Model, 11F **$275.00 F. O. B. Milwaukee**

What Harley-Davidson Dealers Are Doing

Last Year Four—This Year Eleven

Up to January 7th, 1914, we shipped four 1914 models to our dealers in Lyons, Kansas. So far we have shipped eleven 1915 Harley-Davidsons to Mealey and Duke, our dealers there.

Not One Last Year—Five This Year

Last year up to Jan. 7th we had not shipped any 1914 models to Lasater and Mendenhall, Harley-Davidson dealers in Fowler, Kan. We have shipped them five 1915 models to date.

One Last Year—Four This Year

R. M. Norris and Son, Harley-Davidson dealers at Burdett, Kan., have received four 1915 Harley-Davidsons to date. Last year at this time we had shipped them but one 1914 model.

We are making immediate deliveries

Harley-Davidson Motor Compnay

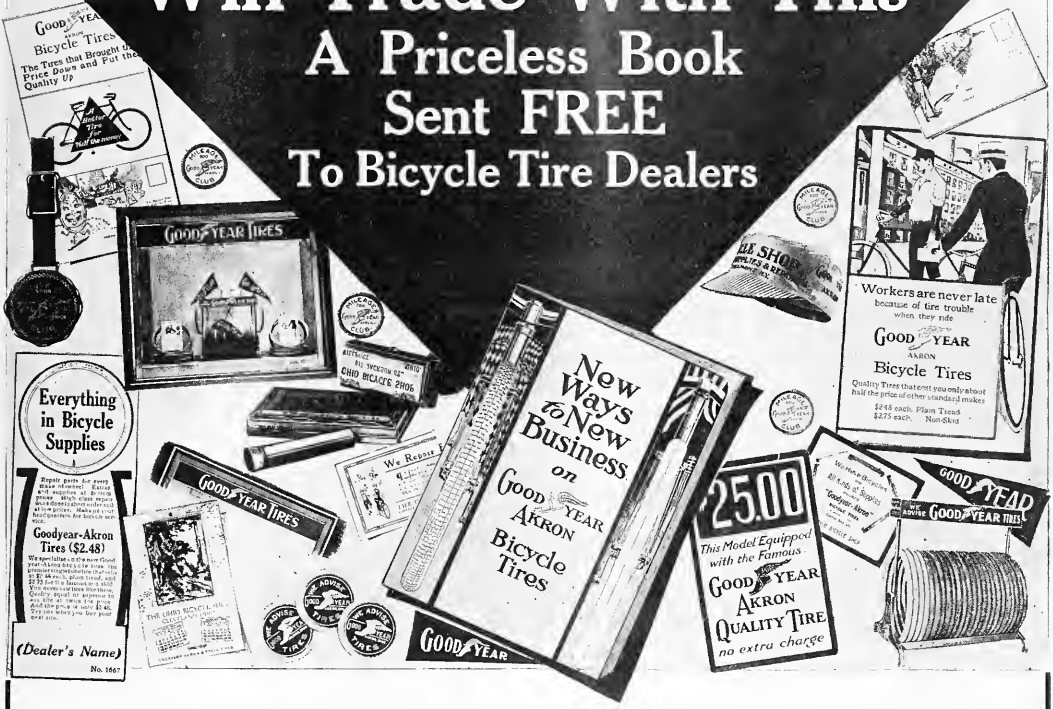
Producers of High-Grade Motorcycles for Nearly Fourteen Years

Milwaukee, Wisconsin, U. S. A.

Please mention this publication when writing to advertisers

Win Trade With This

A Priceless Book Sent FREE To Bicycle Tire Dealers


Good Year Bicycle Tires
The Tires that Brought the Price Down and Put the Quality Up
Good Year Tires
Ohio Bicycle Shop
Everything in Bicycle Supplies
Goodyear-Akron Tires ($2.48)
(Dealer's Name)
No. 1667
New Ways to New Business on Good Year Akron Bicycle Tires
Good Year Tires
Workers are never late because of tire trouble when they ride
Good Year Akron Bicycle Tires
Quality Tires that cost you only about half the price of other standard makes
$2.48 each, Plain Tread
$2.75 each, Non-Skid
25.00
This Model Equipped with the Famous
Good Year Akron Quality Tire
no extra charge
Good Year

This brilliant book of trade-winning helps has brought success to men who sell bicycle tires. And now—at the start of 1915—we offer a few more copies. We send them at our expense to dealers only. And only to those who mail the coupon printed below before the edition is all taken.

In This Book

This book—"New Ways to New Business"—shows you how to win new trade.

These are the identical methods that have won for others.

It brings you a masterful year-'round selling campaign.

More than a score of Sales Helps. And all of them are ready-prepared by brilliant minds for the dealer's use.

GOODYEAR AKRON Bicycle Tires

Remember, please, that all requests for this valuable book are handled in the order of their arrival. Send the coupon today. You incur no obligation whatever.

And "New Ways to New Business" comes postpaid by return mail.

Not Tires Alone

These tested trade-winners are multiplying retail tire sales.

Yet they are a wonderful stimulus also to the dealer's entire business.

Every day they are bringing a larger share of bicycle repair and renewal business. They are yielding an increase that grows as you gain more customers.

This Free Business Book Reveals

Winning Advertisements	Spectacular Store Signs
Salesmaking Booklets	Window Displays That Draw Dollars
Free Tire Racks	Package and Envelope Enclosures
Free Accessory Show-Case	Riders' Buttons, Fobs and other Advertising Novelties
Moving Picture Slides	High-Powered Form Letters
Handle Bar Tags	

And Seven New Ways to Increase Sales

The Goodyear Tire & Rubber Co., Dept. 228, Akron, Ohio
Makers of Goodyear Automobile Tires (2173)

Dealers! Mail for Business Book FREE

The Goodyear Tire & Rubber Co.
Dept. 228, Akron, Ohio

Please send me free, postpaid, color-illustrated book—
"New Ways to New Business"

Concern Name .....

Writer's Name .....

Address .....

The New Henderson Fork

Engineering Skill

Not only in motor design does the Henderson excel, but the same engineering skill is expressed in every vital part of the machine.

The New Front Forks

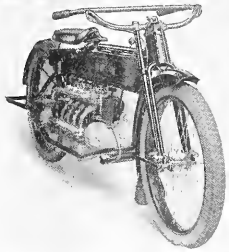
are of extra heavy round section steel tubing, tapered top and bottom. The crown and stem is a drop forging in one piece. But two brazings are essential, therefore, in the construction of this—the sturdiest, simples and most efficient of motorcycle forks.

The Henderson forks are also differentiated in the detail construction of the rocker arms, the bearings, the plunger and springs of the auxiliary fork. These combine to give the entire freedom from road shock which has distinguished this machine.

Frame Protection

A glance over the frame line must be convincing of the protection given to each vital part of the whole machine.

In this regard the Henderson again stands distinct and apart from all.



Note.—All Motor and Frame Parts Entirely within the Frame Line

New Foot-Board

Surely foot position is of as much importance as saddle position.

Henderson design has given it as much attention.

The new running board, with its positive arch support and rest for the ball of the foot, gives that feeling of complete security in riding position as none other can.

Still it is not a cumbersome attachment hung over the frame. As is characteristic of the Henderson, it is ***built in*** to play its part in the exceptional beauty of outline and gives to the rider a clean, comfortable and secure riding position.

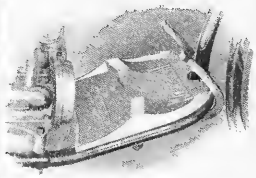
These are but few of the features to be had only in Henderson design.

A demonstration at our nearest dealers or our detailed description will tell you of the rest.

Why not meet "Henderson Bill"?

Write for an introduction.

Henderson Motorcycle Co.
Detroit, Michigan



The New Henderson Foot-Board

Ralph C. Mount, Motorcycle Dealer at Marion, Ohio, Writes—

"I rode the Smith Motor Wheel around the main streets of the city, despite 4 inches of snow and was completely surprised with its reserve power and ease of handling in the rough going."

He then closes his letter with this statement—

"If I do not sell fifty or sixty wheels before the end of the season all we young chaps will be in war with Europe."

Mount is a progressive dealer, a successful motorcycle dealer, yet the power and ease with which the Smith Motor Wheel handles surprised him. The

Smith

MOTOR WHEEL

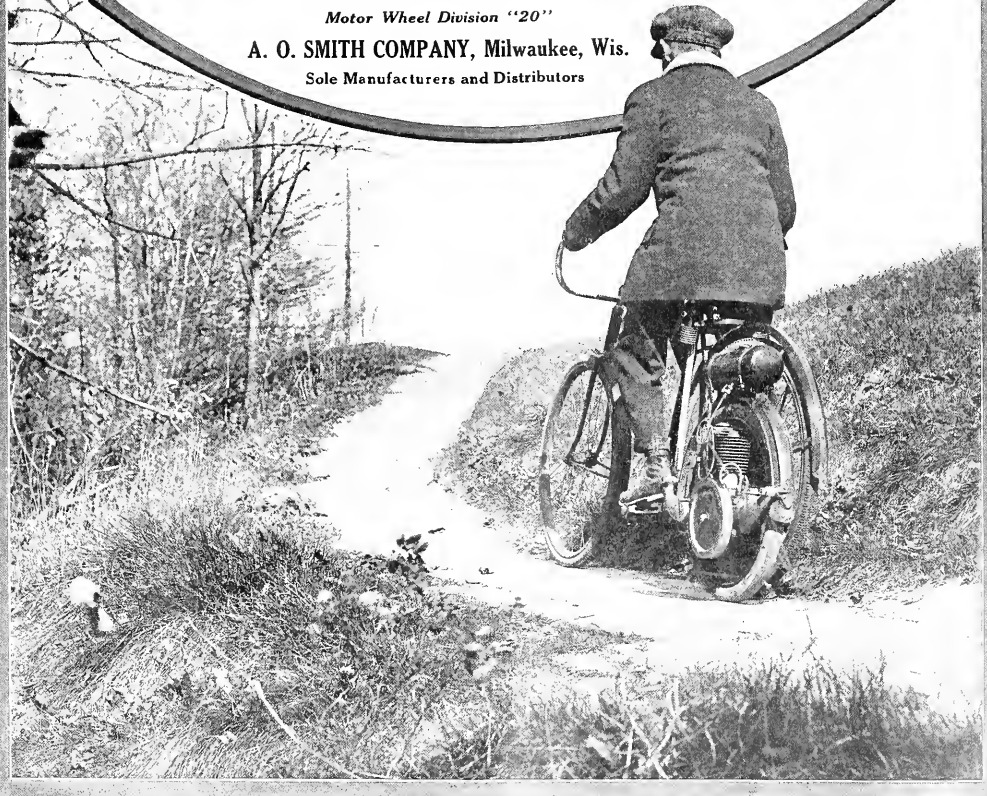
"The Bicycle Booster"

can be attached to any bicycle in a few moments and will push that bicycle at any speed desired up to 20 miles an hour. 80 miles on a gallon of gasoline. It is the greatest bicycle sales booster ever discovered. If there is no Smith Motor Wheel dealer in your city write for our dealer proposition at once.

Motor Wheel Division "20"

A. O. SMITH COMPANY, Milwaukee, Wis.

Sole Manufacturers and Distributors



75%

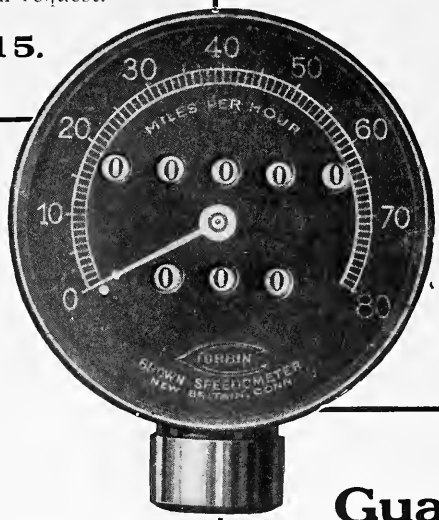
of all speedometer equipped motorcycles carry the Corbin-Brown equipment.

This means that a vast majority of the motorcyclists in this country recognize the superiority of Corbin Accuracy, Corbin Durability, and Corbin Service. They consider the Corbin-Brown the standard speedometer equipment. Sold by motorcycle dealers everywhere. Catalogue on request.

Price, $15.

THE CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"



Guarantee

The Corbin-Brown Speedometer is guaranteed for twelve months from date of sale. We will replace any defective parts due to mechanical defects or workmanship, if returned prepaid to our factory subject to our inspection.

THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin Brakes and Automatic Screw Machine Parts

Vol. LXX New York, January 19, 1915 No. 18

The Week's News : : at a Glance : :

Massachusetts Riders Must Have Operator's License

Milwaukee Dealers Get Together and Decide Part Payment Question

Schickel Lowers "Resto-Bike" Price

Shattuck, Missing Detroit Agent for the Emblem, Probably Dead

Motorcycle Show for Indianapolis in February

News of Club Elections Gathered from Everywhere

Sanborn Leads Pedal Pushers of the C. R. C. A. for the Past Year

News Of and From the Dealers

SPECIAL FEATURES

Adventures of John Prospect, Who Encounters the Cheap Accessory Evil

A Whiff of Smoke from the European Battlefield

Tire Jobbers in the Past and Present

Riders' License in Bay State

Motorcycle Riders Must Have Operator's License—M. M. A. Asks That Old Law Requiring a Rachet Brake Be Revoked

Recommendations have been filed with the Massachusetts House of Representatives by the State Highway Commission asking that the legislature write into the statute books provisions whereby every motorcycle rider should be obligated to take out a license and that the penalties for offenses should be the same as those meted out to operators of other types of motor vehicles. At present, motorcyclists are required to display number plates.

Attached to this report are the recommendations of a special committee of the Motorcycle Manufacturers' Association to the effect that the present state law regarding brakes be revoked. This law makes necessary the use on motorcycles of a hand brake and a ratchet brake that can be set. These stipulations have not been complied with by most of the motorcycle manufacturers, says the commission.

The reason for this is that the manufacturers have found a foot operated brake to be much safer and more effective; and as for the ratchet brake, it is not employed because a stand is substituted which prevents the motorcycle from moving when it is not being operated and there is practically no way of attaching a ratchet brake. Because of these facts the highway commission is of the opinion that the law should be changed so that the hand-operated and ratchet brakes be eliminated and that by so doing the objects of the "safety-first" policy will still be observed.

Milwaukee Dealers' Association

Aiming at the formation of a dealers' association in Milwaukee, Wis., the dealers of that city met for the first time last week in the club rooms of the Milwaukee Motorcycle Club, located at 35th and Wells streets.

Much important business was disposed of, tending toward the establishment of a credit bureau to eliminate the "dead beat," and the setting of the initial price of a machine, sold on the part payment plan, at $100. Prolonged discussions were held on the used machine problem, but definite action was postponed.

The next meeting will be held on the evening of January 22nd and it is expected the second-hand problem will take up the entire time of that meeting. Among the dealers and factory men present were: Hugh Sharp and Frank B.

Rodger, Harley-Davidson; F. Clark, Badger State Motorcycle Co.; W. Chesack, Wisconsin Motorcycle Co.; E. H. Kasten, Excelsior; J. Kuenzli, Jr., Pope; Harry Swam, Pope traveler; Joe Lantry and Feilbach, Harley-Davidson.

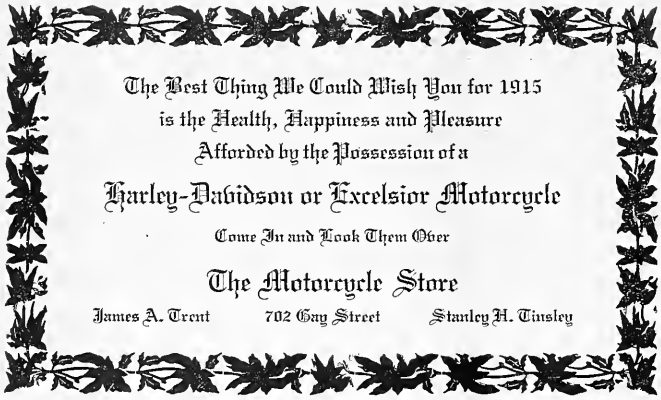
SHATTUCK PROBABLY DEAD; WIFE WILL RUN BUSINESS

Robert Shattuck, the Detroit, Mich., motorcycle dealer, who went deer hunting and was lost in a blizzard which swept over the Upper Peninsula in November, never has been heard from, and his wife now takes it for granted that he is dead. She probably will continue the business herself. It is a substantial establishment, comprising a motorcycle store, repair shop and garage, located on Fourteenth street. The machine handled is the Emblem. Search for Shattuck was kept up for several weeks, in hope that he had made camp somewhere in the forest and was awaiting rescue, subsisting meanwhile on game.

Hendee Looking Pacific-ward

Preparations are under way by the Indian people to send a big exhibit to the Panama-Pacific Exposition. The exhibit will be in charge of B. O. Anderson, the Western representative of the company.

The factory has advised Anderson that hundreds of people in the East are planning to make the trip on their motorcycles and has asked him to make preparations to furnish these tourists with road information and other data when they arrive there.


The Best Thing We Could Wish You for 1915
is the Health, Happiness and Pleasure
Afforded by the Possession of a
Harley-Davidson or Excelsior Motorcycle
Come In and Look Them Over
The Motorcycle Store
James A. Trent 702 Gay Street Stanley H. Tinsley

A good way to keep in touch—Card of Knoxville, Tenn., dealers

Schickel Lowers Initial Price On New Resto Bike-Motor

The price of the Resto Bike-Motor, the motor attachment for bicycles, manufactured by the Schickel Motor Co., of Stamford, Conn., has been lowered from $90 to $70, and ignition is optional with an additional charge when a magneto is selected. Though the battery model, shown at the Grand Central Palace in New York, will be the standard, a magneto model can be secured for $5 extra. The price $70 includes a bicycle, thus making a complete outfit.

Sandruck to Sell New Miami Product

G. C. Sandruck, 915 North Howard street, Baltimore, Md., will represent the new motor bicycle just put out by the Miami Cycle Co. The announcement of this new machine has created a good deal of interest in Baltimore, and with its numerous attractive features Sandruck expects that it will be well received. He is waiting for a model and his patrons are anxious to look one over.

Remy Service Station in St. Louis

The Remy Electric Co., of Anderson, Ind., have opened a service station in St. Louis, Mo., which will be conducted by the Vehicle Top & Supply Co., 3414 Lindell avenue.

This service station will carry a full line of Remy products, repair parts and will have a Remy factory mechanic in charge of all repair work.

Baumgardner Sells Indians in Frisco

An announcement of interest to the trade has been made by B. O. Anderson, Western representative of the Hendee company; it is that John Baumgardner has been appointed local agent in San Francisco for the Hendee product. His location is in Van Ness avenue, where a big service station and completely equipped salesrooms have been established.

Smith Wheel in Court

Because one of his men was riding the streets of Newark, N. J., on a bicycle equipped with a Smith Motor Wheel without a license, Michael Bunkin, the Newark manager of the Haverford Cycle Co., has been served with a summons to appear before the Commissioner of Motor Vehicles in Trenton. Great interest centers about this case because the Washington, D. C., authorities were unable recently to decide the motor wheel's status as regards a license.

Story of the American Bicycle Co.

In a recent publication from the Harvard Press, Cambridge, Mass., entitled "Corporate Promotions and Reorganizations," by Dewing, a chapter is given up up to the story of that great enterprise, the American Bicycle Co.

Turning to Chapter 10, we find the commencement of the cycle trade in America—the first large wheel machines imported from England, the formation of the Pope Mfg. Co., and the steady growth in popularity of the pedal powered vehicle from 1892 to 1900. So great was the demand for the new machines, the account reads, that until 1896 the factories could not turn out enough bicycles to meet the demand which was growing to nation-wide proportions.

A fair idea of the size of the trade in 1899 may be gained by looking at the earnings of the principal companies engaged in the production of bicycles for the six years previous. Their earnings amounted to just $8,500,000 for the six years. When the American Bicycle Co. was formed by A. G. Spalding in 1899, 48 of the largest plants in the country were purchased by the new concern, which was appraised at $22,000,000.

The subsequent story of the reorganization of the great company in 1902, and its final changes, which left it the Pope Mfg. Co. in 1903, is interesting.

Pierce Joins 20th Century Force

The Twentieth Century Mfg. Co. have added to their sales force Fred K. Pierce, the well-known live wire in the bicycle and motorcycle trade. He will cover the territory of New York State, Pennsylvania, Maryland, Washington, D. C., New Jersey and Virginia. Pierce's pleasing personality has won for him a large following in the trade in general and his success in handling the Twentieth Century line is assured.

South African Market for Motorcycles

Victor L. Welsford, Harley-Davidson dealer from Durban, South Africa, who has just been appointed to the new Harley-Davidson branch which is to be opened in London, states that the Milwaukee product is in demand in that country. Conditions there are good.

Motorcycles Easy to Sell

With No Great Effort Trenton Dealer is Able to Dispose of a Larger Number of Motorcycles and Bicycles Each Year

John Sykes, Jr.

Have you ever met the kind of man who seems as enigmatic as the Sphinx? You believe that you've got "his number," only to find that the personality which you have constructed in your imagination is wholly misconceived and does not begin to do justice to the real man.

You meet him for the first time and immediately the opinion seems to pop up that he is absolutely "dead," but you find later that there is considerably more than a spark of life in him. As a business man he appears to be hopelessly impossible; and then you discover that he is more than ordinarily successful and has a variety of interests. He seems to put forth ever so little effort and yet the results obtained would justify the belief that he must be an exceptional hustler.

The Personality of the Dealer

Such a man is John Sykes, Jr., Indian dealer of Trenton, N. J., who seems even to an observant mind to be almost as great a riddle as the Sphinx. A few days ago I went to visit him, and when I first met the dealer I could not but feel that the object of my journey was not to be accomplished. I had to bide my time before he looked up from his ledger to take cognizance of my presence, and then it was some minutes until that "make-yourself-at-home" spirit was at all in evidence.

To know Sykes for five minutes is veritably to feel like leaving his store. To know him for a half hour is to give hope to the belief that he isn't such a bad fellow after all. To know him longer is to come to the conclusion that Sykes is a pleasant sort of a chap.

Perhaps this would prompt the question: Can the man whose personality is not immediately apparent be an effective salesman? Generally, when customers drop in a store for the first time and they are not attracted by the attitude of the salesman, they seem adverse to entering that store again. Sykes' customers come back, and if opinions are established by results we will have to say that Sykes is a salesman despite the fact that the first impression he creates does not tip the balance in his favor.

Has Confidence in His Wares

In the past season he made no marked attempt to secure prospects, believing that if a fellow really wanted an Indian machine he would locate the agency and come to the store. He has an unwavering confidence in the wares he has to sell and believes absolutely that they are the best and will stand up under fair test. Perhaps the opinion may be ventured that this confidence—an extremely quiet confidence, unaccompanied by smiling enthusiasm—brings prospects to his store again for a second visit and finally leads to the consummation of a sale.

This is what a Trenton rider told me. And in addition to that confidence which Sykes has he can gradually get the prospect to realize Sykes, the man, and make him favorably disposed. That this appears to be the truth is indicated by the claims which the Trenton dealer makes to the effect that during the year he sold a hundred Indians and twice that number of "silent steeds."

Sykes store is not large and seems to be conjested with merchandise. It is very advantageously located in the midst of Trenton's business section, while a trolley car line passes the door.

After presenting my card to the Indian dealer and stating the object of my visit, a courteous assistant placed a chair for me and asked me to be seated.

"How's the cycling business in Trenton?" I asked, after pulling off my coat.

"It's been fairly good during the year, considering what conditions have been," began Sykes, "but at this time business is rather slow, of course. I already have a number of advance orders for the 1915 machines."

"Will you make any special effort to keep things going during the winter months?"

"I have been thinking that over rather carefully, for my repairmen have practically nothing to do now. I don't know whether this is a new method, but I will have my employes look up all owners of motorcycles purchased from me and try to get repair jobs by making special inducements."

"What will those special inducements be, may I ask?"

"First, I can afford to do repair work at a somewhat lower price in order to keep my repair department going, and, secondly, I will offer to store machines, repaired at this time, free of charge until the spring.

"You see," continued Sykes, "I have a part interest in a garage in Trenton, one floor of which is vacant and can well be used for storing motorcycles."

"Then you have other business interests besides this store?"

"I don't like to tie up all my money in one business. Real estate holdings and an investment in a manufacturing plant require some of my attention. But the income from the cycling business is good and the major part of my time is spent here."

"From what sources do you get your prospects?"

Prospects Come to Him

"I don't usually go out after prospects who send in inquiries, because it is seldom that they are more than merely curious. Prospects know that I sell Indian motorcycles and a good grade of bicycles—for I have been in business for about ten years—and if they are at all interested they will come in here. I figure that if a man is really in earnest about buying a machine he will look up the dealer and come to his store. In fact, it would not be an exaggeration to say that the make of machines I handle actually sells itself."

"Just what do you mean, Mr. Sykes, when you say that your motorcycles sell themselves?"

"The number of Indian motorcycles used in Trenton and its vicinity is increasing rapidly, and, of course, the best

advertisement for any machine is the machine itself running on the road. In proportion as that number becomes larger so will the advertising become more effective. People generally want the popular, not the exceptional. Then the national publicity campaigns of the factory also help to create demand, as well as track performances. So you see that when a man comes in here he already knows the Indian by reputation, and it does not require a vast amount of selling ability or mechanical knowledge to dispose of a machine."

Not Hard to Sell Two-Wheelers

"But are there not a number of prospects who aren't so certain about the make of machine they want?" I asked.

"Most prospects have already made up their mind before coming here. But I indicate to all that enter this store the mechanical advantages of the Indian machine, its track achievements and the reputation of the manufacturers. In addition, every prospect who appears to be in earnest is given a number of demonstrations, so that he can find out for himself how the machine behaves on the road.

"In the case of bicycles," continued the Trenton dealer, "they are very easy to sell, for there is no complicated mechanism and the fancy of a would-be owner is readily attracted to one make or another make. I like to make bicycle sales and the profits are very good."

"Do you sell on the installment plan?"

"The greater part of my business in machines is on the deferred plan. I get about $100 down and from $3 up on weekly installment. No references are required, for in a town of the size of Trenton, with its population of 110,000, just a few inquiries will readily determine the responsibility of the purchaser. A chattel mortgage covers the unpaid balance of the price of the machine, so that we feel secure."

"Do you take used machines in part payment?"

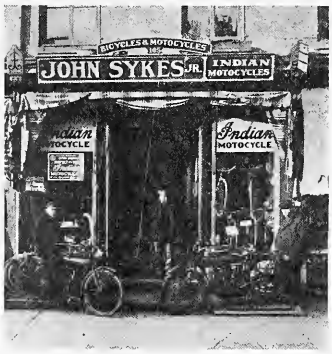
Will Not Accept All Used Machines

"Only if absolutely necessary; and when we do make an allowance on a second-hand machine we figure on a profit of 10 per cent. Used machines are sold on a cash basis. There are no restrictions on the number of any good make of machine we will accept, there being two or three makes which we will not take, for experience has shown the absolute impossibility of selling them at a profit."

"Do you try to sell a sidecar at the time when you dispose of a machine?"

"I do not try to sell a sidecar then, because most riders buy on the installment plan and I would be unwilling to turn over so much value to a man at one time. Never do I attempt to force a sale, whether it is a sidecar, machine, bicycle or anything else I sell. A customer who is subsequently dissatisfied with what he has bought will come back and call you all kinds of names for having 'stuck' him with something he didn't want. It is my policy that the desire to have a commodity I sell must originate with the customer, so that he has himself to blame if he should not be pleased later."

"Are any discounts given on list prices?"



Sykes's store in Trenton, N. J.

"I sell at list prices on all my wares. With a motorcycle a rider will insist upon getting a horn, and, though I do not like to give one free, at the same time I will not permit a horn to be the obstacle to clinching a sale. In the case of accessories and clothes, of which I keep a fairly good grade and a complete stock, I always manage to get the regular retail price."

"Is your repair department profitable?"

Profit in Repairs and Oil

"The profit from that end of the business is substantial. I have always a full line of parts on hand, which you see placed systematically in these draws." Here he pointed to a long row of draws behind the counter, each of which bore a label indicating the parts it contained.

"Do you sell oil and gasolene?"

"I sell oil from bulk and make a reasonable profit, but as for gasolene, that's just an accommodation. The price of gasolene is 13 cents per gallon and when I figure up my profit I find that it doesn't amount to anything at all."

"Tell me," I asked, "are you interested in the races held in and around Trenton?"

"When the races are free from accidents, I believe that they actually stimulate business. But during the past season there were a number of bad spills and I can trace the loss of three sales to that source. The prospects were going to buy machines from me on the Saturday following the race, but none of them showed up. I believe that they read the columns which the newspapers devoted to the injured riders and felt that the motorcycle was too dangerous for them."

Some Philosophizing

When I left Sykes' store and wended my way toward the railroad, I could not help but ponder over what Sykes could accomplish in sales if he were spurred on by greater enthusiasm than he manifests; if he went out and hustled for prospects, whether the chances of consummating a sale seemed bright or not; if he tried to use a selling argument which would lead a customer to desire a certain commodity without feeling that he was being unduly urged or forced.

Sykes has been very successful with the use of little apparent effort, and if under those circumstances a man can acquire a substantial income, then surely there is many a bright opportunity for him who hustles and uses his ingenuity in building up a motorcycle business.

Indian Eastern Warriors in Powwow

Business as usual was the program of the Indian sales staff at the show. On Sunday following the close of the exhibition Sales Manager F. J. Weschler called a powwow of his men in a private dining room of the Manhattan to pass judgment on several matters on the calendar. The presence of all the Eastern field men afforded an excellent opportunity to clean up a number of points which had come up during the week, and to discuss new plans. Informal and outspoken expressions on the topics under consideration were the rule and produced many valuable suggestions. Gathered around their chief were the following: E. M. Jackson, J. B. McNaughton, W. G. McCann, John MacDowell, H. H. Noyes, F. L. Hunt, Z. Godin, J. H. O'Brien, E. A. Robertson, W. J. Teubner, O. V. Atwood, F. G. Coolidge and J. J. O'Connor.

The repair-shop owned by H. E. Seacord and R. Sandbeck, 123 De Murs avenue, Grand Forks, N. Dak., has been registered in the F. A. M. It has received number 1103.

Relating the Adventures of John Prospect

Wherein Prospect Buys Some Cheap Accessories Which Cost Him Dear in the End—The Interesting Account of a Trip After Nightfall With a Poor Lighting System

The thirteenth of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler

Prospect was like all other riders—he wanted accessories. He wanted a horn, lighting system, pump, and speedometer for his comfort and convenience.

The trouble was that he had no ready cash and the prices of the standard articles was more than he wanted to dig out of his pocket. So for a long time he got along as best he could without them, getting in on his runs before dark, going to Bentley's for a pump when he needed one and shouting at people to get out of his way when caught in the traffic on Main street.

He never forgot that he wanted those accessories, and one night when he was returning from the bank he saw displayed in the window of a new hardware store an assortment of bicycle and motorcycle accessories.

There was a horn in the window, pretty good size, and finished in black, there was also a lighting system of the electrical kind equipped with batteries. What caught Prospect's eye in the display was the price marks on the goods. The horn was labeled $.78 and the lighting system $3.25.

Prospect Looks at Accessories

Prospect entered the place and asked to see the articles which were displayed in the window. The salesman brought them out and began a big talk about how high the prices of motorcycle accessories were and how the rider was robbed every time he paid out dollars for a pump or a speedometer. His company, he explained, was entering the field with a view to protecting the rider by giving him the same goods that were sold at an exorbitant figure by the other concerns for a price that every one could afford to pay.

"That's very good," observed Prospect, "but will they give service and satisfaction? Are they guaranteed?"

"We can't guarantee against the buyers misusing our articles, but they are better than horns and lighting systems sold at three times their price in every city of the United States and England."

"Will this horn give a loud enough warning?"

"Sure it will! That horn's good enough to scare the tar out of anything in your way." But the salesman didn't offer to sound it or explain its mechanism.

"What about this lighting system?"

"Something new—the best ever. Attach one of them to your machine and quit worrying about night riding. It's the most wonderful device ever put on the market at this or any other price—beats all the other lighting systems in price, ease of working, convenience and —and price. Think of it! A genuine first-class lightnig system with lamp, reflector, batteries, battery case, wires and control, all for three dollars and a quarter."

A Cheap Motorcycle Horn—

Prospect inspected it casually—he did not know much about lighting systems then. He did not observe that the batteries were loose in the case, that the finish was more like tin in appearance than nickel, that the screw clamps were neither strong nor large, that the wire insulation was light and makeshift.

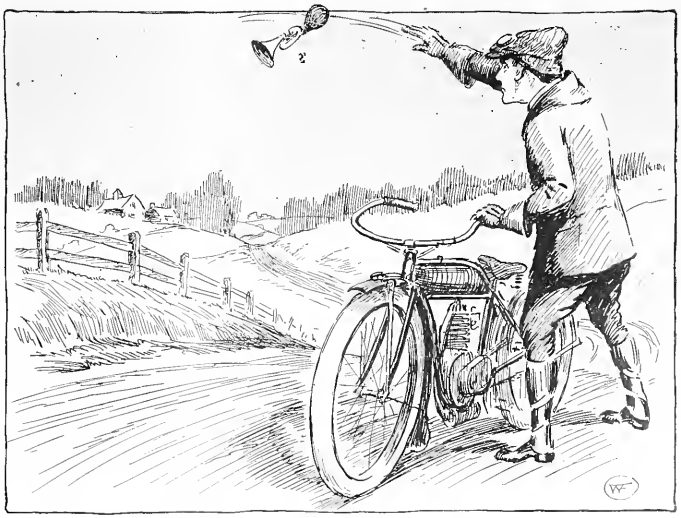
"All right," he said, "I'll take the horn and lighting system. Send them around to my house tonight." And he gave the man four dollars and three cents. Which was just four dollars and three cents thrown into the fire as far as value in service or efficiency went.

Is a Poor Buy, as Prospect Found

Cold weather held Highville in its grasp for a week or so after the purchase of the accessories, and Prospect, anxious though he was to get out on the road, could only spend his time in cleaning up his machine and in adjusting the new horn and lamp to best advantage on its frame.

A spell of warm weather came at last and he took advantage of the first good Saturday to get out his fur jacket, put on his glooves, put oil and gas into the tank of his faithful mount and speed away on the open road.

From the minute the trip started a rattling noise came from the front forks where the horn was placed, and this increased as the speed of the machine increased, until Prospect was forced to stop to investigate. He found that the clamps which held the horn to the frame had worked loose and that the horn was



Prospect discovers that a cheap, makeshift horn is a poor buy

rattling. It was the work of a minute to get out a wrench and adjust the horn, but as soon as the journey was resumed the horn started rattling even worse than before. Another stop to repair damages had no better effect than the first. So Prospect had to admit that he had made a bad bargain in getting the horn. The inconvenience of the rattling and shaking of the horn on the front forks was more than the value of seventy-eight cents, so after a period of swearing at the instrument he wrenched it loose and hurled it into the ditch.

The Light That Failed

For the first time in his motorcycling life Prospect intended to taste the joys of night riding and not time his trip by the setting sun. So when it got too dark to see the way clearly he switched on the electric light. That is, he turned the switch and waited for a light. None came—the road was dark as ever in the shadow of the tall trees that lined either side.

So there was nothing for it but to dismount again and investigate. The lamp appeared to be all right, and the connections were certainly all right. There remained the battery case. This Prospect opened and rearranged the batteries as best he could by the fast failing light. Success of a sort rewarded him, for the lamp gave out a dim, pinkish light when tried again.

The light was too dim, however, to see the road ahead clearly, and as it was a strange locality Prospect had to throttle down his mount to a bare ten miles an hour and breathe a prayer that there might be no hidden obstructions in the way.

At times on the homeward journey the lamp went out suddenly, leaving rider and machine in total darkness. Then he would have to get down and inspect the wires or take out the batteries again.

Rattling and a Snail-like Pace

Now that the horn was removed he began to notice that the lamp was rattling quite a bit on its own account, making the tedious and snail-like pace doubly unpleasant. When a rough section of the road was encountered the light would fail, to prevent which he had to throttle down os much that the single cylinder engine rebelled and stalled.

The trip out had taken two hours and a half; the trip back took four hours and a half. Instead of arriving in time for dinner Prospect drifted in at nine o'clock, tired, dirty and disgusted.

When Mrs. Prospect asked where the new lamp and horn were, he said that they were giving him better service where they were, and he mentally put down four dollars and three cents spent for cheap and unreliable accessories as a total loss.

In his note-book he charged it to "experience gained."

And if the loss of four dollars and a few cents taught him the great lesson that cheap and unvouched for goods are not a good buy—it was a good investment.

Trade Opportunities Abroad

In the commerce reports of the past two weeks several trade opportunities for motorcycles appear. They are as follows:

No. 15075. Motorcycles—A general importer in Europe advises an American consular officer that he desires to secure information relative to motorcycles. Correspondence and catalogs should be in Spanish, and extra copies should be sent to the American consulate. The importer states that he desires to represent American firms in any line of export or import business.

No. 15077. Motorcycles. A business man in southern Europe advises an American consular officer that he wishes to import motorcycles. Catalogs and correspondence should be in Spanish and dupicate copies of the catalogs sent to the consulate.

No. 15079. Motorcycles. A dealer in Europe advises an American consul that he wishes to secure full particulars regarding American motorcycles. Correspondence and printed matter should be in Spanish and duplicate copies of the catalogs should be sent to the American consulate.

Some more consular reports offer opportunities abroad for the motorcycle and bicycle trades. We reprint them as they appear in the Commerce Reports for January 9th:

No. 15167. Bicycles and accessories. An American consular officer in the Far East reports that a dealer in his district desires to secure the names and addresses of American manufacturers of sporting goods. He requests catalogs, etc., of bicycles, bicycle tires, bicycle accessories.

No. 15171. Motorcycles. A firm in Sweden informs an American consular officer that it wishes to get in touch with American manufacturers of motorcycles. Correspondence may be conducted in English.

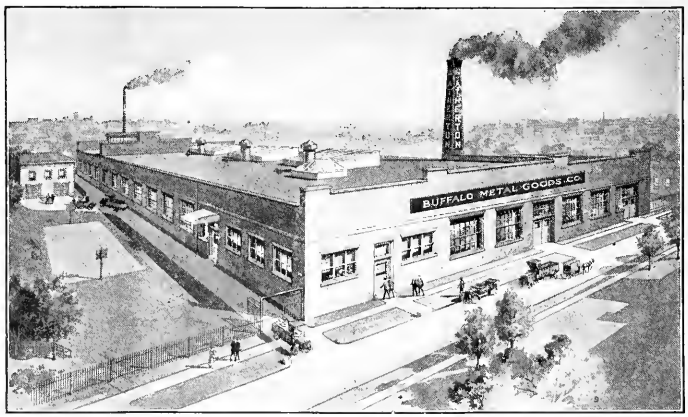
Detailed information of the name and address of the firm can be obtained by writing to any of the following branches of the Department of Commerce:

New York, Room 409, United States Custom House; Chicago, 629 Federal Building; New Orleans, Association of Commerce Building; San Francisco, 310 United States Custom House; Atlanta, 52 Post Office Building; Seattle, 1207 Alaska Building; Boston, 752 Oliver Building.

Great Plant to Produce Atherton Brakes

The illustration on this page shows the new plant of the Buffalo Metal Goods Co., 184-210 Winchester avenue, Buffalo, N. Y. This large building, which is of the newest design and structure, is to be devoted entirely to the manufacture of Atherton Coaster Brakes. It was completed last summer and is now in active use turning out the product of the Buffalo company.

A new catalog has been issued by A. Nelson Mfg. Co., of Chicago, Ill., in which are listed motorcycle specialties.



The new plant of the Buffalo Metal Goods Co., Buffalo, N. Y.

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NEW YORK, JANUARY 19, 1915

PERSISTENT EFFORT WINS REWARD

Six months ago the City of New York—that wondrous city of 50-story skyscrapers and horse-drawn street cars—decided to try an experiment. To be sure it was an experiment only so far as New York was concerned, for other cities, notably Paris, France, and less important places, already had tried the same thing and it had worked out successfully. But it was new to New York and was therefore an experiment. It was the patrolling of the suburbs by the police mounted on bicycles.

For many years Bicycling World and Motorcycle Review had advocated this step. In the editorial columns the advantages to be derived from such a method of patrol often were pointed out. From time to time representatives of this paper discussed the subject with police officials and the reports of the interviews were printed and caused widespread interest. What had been accomplished in Paris by the bicycle police corps under the progressive initiative of M. Lepine, the famous prefect of the Paris police, was related and Commissioners of the New York force were urged to emulate his example.

After years of persistent advocacy of the advantages of bicycle patrolling, suggesting even the detail of having roundsmen mounted on motorcycles to look after his wards, the plan advocated by this paper was accepted almost in its entirety by the municipal authorities, and on July 1st, 1914, was put into effect. Since that time six months have passed and how well the system has worked out is shown by the fact that the dwellers within a large area where the patrolling is done by policemen mounted on bicycles claim they have better police protection and service than ever before. And the police authorities make the same claim and significantly add "and at less cost."

It all goes to show what can be accomplished by persistently advocating something worth while; by keeping everlastingly at it in an intelligent way, and this particular instance serves as another of the many illustrations which Bicycling World and Motorcycle Review has given in the past 35 years of the service a trade paper can render not only the field in which it operates but to the public at large as well.

WHERE DO YOU WORK?

There are two policies to follow in making sales. One is to get outside the shop, and keep outside and get right after business. The other is to sit in the shop and let business come to you—if it wants to.

The first policy puts a man on record as being a "live one," and he gets in touch with prospects that would never think of going to his shop to find him. The other policy stamps a dealer as a "dead one," and prospects come to him only when they wander into his shop by chance or happen to hear that he is the dealer in that city for the make of machine they want to buy.

There's a big difference between these two policies—and there's a bigger difference between the results they produce.

How does a dealer get out after business? First, he plays his trump card in drawing attention when he decorates his wondow and utilizes space which would otherwise be a dead waste.

Second, he advertises in the trade papers, in the dailies, on billboards, the movies, or whatever may hit his particular case just right. And he watches the results of his advertising. If the billboards bring him seven customers in one season, and the movie screens only one, he's pretty apt to cut out the movies next season.

Third, he gets in with the Board of Trade or the Merchants' Association, or whatever association is the leader in his town. He gets himself known in trade circles so that his name means something.

Most dealers have their own schemes of reaching prospects and following them up, but if they don't get out and work their schemes nothing happens.

It is often said of a machine that it will sell itself. Most motorcycles are called "self selling." But if the dealer sits around the shop and expects them to sell themselves he does not give them a fair chance because he doesn't give them the publicity that the fellow up the street gives the other machine.

Successful Year for Crescent Club

The Crescent Bicycle Club, of Baltimore, Md., had the most successful year in its history in 1914. Already plans are under way to make this year even better. New events will be placed on the program, and in addition the club will make a strong effort to be represented in the big 100-mile team road race to be held at the Panama-Pacific Exposition next August. The Crescents have some veteran speed artists that are still able to set a dizzy pace, while Welby Sherman, a newcomer, has demonstrated that he has a big future before him.

The officers for this year, elected at the last meeting, are as follows: President, Welby Sherman; vice-president, William T. Wright; treasurer, Fred. M. Sanborn; secretary, L. M. Sanborn; captain, L. M. Sanborn; color bearer, W. T. Wright.

A number of club records were smashed last year. John Stricker led in the century mileage content with the greatest number of points ever made by a contestant. William T. Wright now holds the monthly records for points, while F. M. Sanborn made the greatest number of centuries in a year. Sanborn also laid low a new mark for the 100-mile race in the championship series, covering the distance in six hours and seven minutes. The new champion of the club also holds every century record, having ridden the fastest single, double, triple, quadruple and quintuple centuries.

The program for this year calls for the ten events in the championship series from a quarter to 100 miles and the century mileage contest, the winners in each to receive gold, silver and bronze medals. In addition there will be Sunday runs, racemeets and week-end trips, the latter to be a new feature. Tours to Harpers Ferry, Hagerstown, Winchester, Va., Leonardtown, Philadelphia and other places will be included. The novices will be taken care of in short runs to interesting points near the city.

Looking Forward
COMING EVENTS

January 19-23, Baltimore, Md.—Motorcycle exhibition in connection with the automobile show in Fifth Regiment Armory.

January 30-February 6, Minneapolis, Minn.—Motorcycle Show at the National Guard Armory in connection with automobile show.

February 21-22, Savannah, Ga.—Endurance run under auspices of the Savannah Motorcycle Club from Savannah to Augusta, Ga., and return.

February 26, Milwaukee, Wis.—Exhibition of motorcycles, bicycles and accessories at Juneau Hall, Milwaukee Auditorium.

March 10, Buffalo, N. Y.—Regular meeting of the Motorcycle Manufacturers' Association in the Lafayette Hotel at 10 A. M.

Motorcycle Show for Indianapolis

Indiana cycle dealers are scheduled to hold a show in Indianapolis on February 25, 26 and 27, in the Hume Mansur Garden of that city. In charge of the Indiana Cycle Show Association the show will be a complete exhibition of motorcycles, bicycles and accessories.

The scene of the exhibit will be amply large enough to include all that those interested care to display in this first state show. A wide promenade runs through the center of the garden, which will be used, it is said, for dancing after the show closes each evening.

Present specifications include 30 booths measuring 10 x 10 feet, and separated from each other by beautifully decorated screens. Uniformity of booth construction will prevail, each exhibitor being given display tables and cards of similar design. The show is being extensively advertised and all those who are interested in cycling are to receive cordial invitations.

Though contracts have not yet been signed, applications for several hundred feet of space have been received. Among the exhibitors who have applied for space are: Thompson Supply Co., Geo. Detch Co., the G. H. Westing Co., J. H. Kinney Co., H. L. Dipple, Hearsey-Willis Co. Many large dealers within the state and manufacturers are expected to be exhibitors at this show. The latter will have contracts mailed to them shortly.

Della Crewe's Harley-Davidson, and its only Trouble—which is the dog

Lima Club Endorses Old Leaders

The Lima Motorcycle Club, of Lima, O., held its annual election of officers on January 11th. The result was a re-election of practically all the former officers. Here is the list announced: President, Chas. C. Cleveland; vice-president, Austin Dull; secretary, Chas. T. Schnell; treasurer, John Guthrie; captain, Everett Crumrine; first lieutenant, Louis Schlegel; second lieutenant, Walter Laney; directors at large, D. W. Chenoweth and Evan Feightner.

This was the first election to be held in the new club rooms in the Metropolitan block, where the members enjoy the privileges of reading and billiard rooms, which add greatly to their comfort during the winter months when cold weather prevents touring.

Fisher Will Attempt to Come Back

Franklin Fisher, the veteran New York amateur cyclist, who retired from racing over a year ago, will try his hand at the game again. The old love for the silent steel has broken out again and Fisher has been doing some road work and will try the flat floor to keep himself in condition for the outdor season.

Fisher will ride under the colors of the Empire City Wheelmen.

Salesman Likes Motorcycle

Last summer, when a strike in the mining town of Pittsburg, Kan., caused the electric cars to be stoned, one salesman, L. G. Atkinson, solved with a motorcycle the problem of covering his route. And afterwards he kept his machine.

A Few Motor-bobs Provide Good Winter Sport

Fostoria Sees Successful Motor Bob

The first motor-bob to make its appearance in Fostoria, O., is shown in the accompanying illustration and was constructed by Orus Bowers and Theodore Mundorf, two motorcyclists of that city.

The motor-bob was made by Bowers and Mundorf in three nights' work at a cost of 70 cents in the shop of F. A. Copley's Indian agency. This sum of money was expended in securing strap iron and lumber to make the bobs.

In constructing the motor sleigh, the makers took the chassis of an old "Brownie" car, one of the small horse-powered cars common for use by children a few years ago. They stripped this of everything except the axles, seats and steering gear and then placed the bobs on the axles in place of the wheels.

The Pope-devised motor-bob. This machine was built by J. W. Ernst and F. C. Gram, of Cherokee, Iowa—the "power plant" is a model R-14 Pope

A Yale twin serving as "power plant" for motor bob during wintry weather. This machine was built by Frank Trinoski and Frank Hess, of Hammond, Ind.

The motorcycle was stripped of its front fork, handle bars, front wheel, guards, and all other useless accessories. It was then placed within the small chassis and literally harnessed to it with strap iron braces. A triangular arrangement was set up on the front axle to which the head of the motorcycle was attached.

The controllers were then extended back to the driver's seat by means of iron rods, and the bob was completed.

As constructed the back wheel of the motorcycle has a ¾-inch drag over the rear runner of the sleigh and was equipped with a non-skid automobile chain to give it gripping power.

The bob was given its trial a few days ago, the motorcyclists driving with it to West Millgrove and return. A speedometer attached to the drive-wheel showed a maximum speed so far of 40 miles an hour, and an average of 25.

This machine provides good, clean sport during the winter months. It is a means of getting out into the fresh air when roads are impassible for machines.

Stuart New Bronx County Commissioner

A successful social and the election of Wallace Stuart as the Bronx county F. A. M. Commissioner were two of the features of the January 8th meeting of the Bronx (N. Y.) Motorcyclists' Association at Lohden & Shults Hall on 3rd avenue and 177th street, Bronx, N. Y.

Attending the social were 85 riders and about 40 of their lady friends. To apprize the visitors of the purpose of the Bronx association, Chairman O. C. Berckhemer delivered a short address. He outlined for his audience some of the plans on foot for making the winter months enjoyable. There will be, among other affairs, theater parties, smokers, bowling tournaments and dances.

Recently an earnest request was made for a large active membership and the response was gratifying. At the time of this writing the membership record stands as follows: Crotona M. C., 35; Concourse M. C., 26; Progressive M. C., 20; Bronx M. C., 12; Elgin M. C., 12; non-club riders, 15. The total number of members is 120. In this connection it might be stated that the Bronx association is an amalgamation of the local clubs of the county.

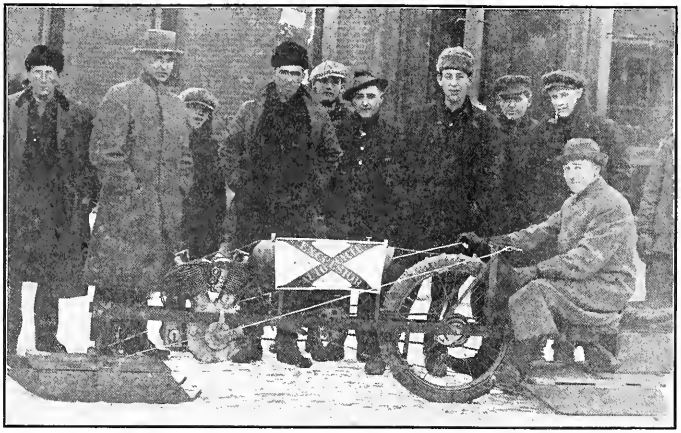
The next meeting is scheduled to be held in the Red Room of Lohden & Shults Hall, on the evening of Friday, January 22nd.

Braman is President of Worcester Club

The Worcester Motorcycle Club, of that Massachusetts city, gathered for its annual election of officers on January 12th. The following men were chosen: President, C. E. Braman; vice-president, H. L. Dow; secretary, E. W. Davis; treasurer, I. C. Coombs; captain, J. S. Hagenbush; first lieutenant, K. E. Sanders; second lieutenant, J. W. Sheahan;

Thor born 1911 and still going strong

Motor-bobs Take Effort—But They Are Worth It!



Motor-bob built by I. Schemk, of the Schemk Motor Co., Cardington, Ohio. Tire chains are on this machine, as on all—to give gripping power

director for five years, E. E. Gross; director for one year, Robert MacDonald.

The club, which is now installed in its rooms on Main street, is the scene of interesting card parties and pool tournaments. The opening run of the season will be on Patriots Day, April 19th, and will cover the distance between Concord and Lexington.

Regardless of weather conditions several members of the club are riding all winter. They are not alone on the streets mounted on their two-wheelers, for a large number of bicycles and not a few motorcycles are familiar sights every day. The local telegraph companies and shop keepers have their errand boys use the bicycles almost exclusively for deliveries.

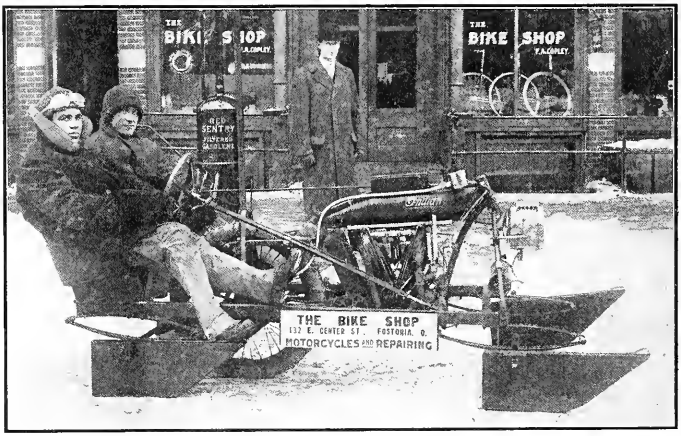
Bay City Club Flourishing

The Bay City Motorcycle Club, in the Michigan city of that name, held its annual meeting last week and elected the following officers: President, Fred Roberts; vice-president, Fred Higgs; secretary, Henry Boehm; treasurer, Neil Scott; board of directors, James White, Chet McFarlan, George Portt; captain, Fred Hicks; first lieutenant, Henry Boehm; second lieutenant, Oscar Lenz; physical director, Peter Willis.

The reports of the secretary and treasurer showed the club to be in a flourishing condition. It was organized in 1911, with a membership of eight. It now has more than 100, and prospects are that by the middle of 1915 the mark will be 150. There is a good balance in the treasury.

It was decided to hold the annual banquet January 20, and to promote a big meeting of some kind during the summer to discuss matters relating to the general welfare of the club.

Only front wheel removed to make sled



The sled that surprised Fostoria, Ohio. An Indian twin converted into a snow vehicle by the "Bike Shop," F. A. Copley, proprietor, of that city

Maryland Club Chooses Officers

The Maryland Motorcycle Club met at its club rooms at 7 East North avenue, Baltimore, on January 6th, to hold its annual election of officers. The following men were chosen: President, C. B. Cook; vice-president, H. Elmer Snyder; secretary, F. O. Boyd; treasurer, Wm. Wood; captain, Ernest Wood; first lieutenant,, Chas. Walter; second lieutenant, Joe Hannibal; third lieutenant, B. S. Dougherty. These members were elected to the Executive Committee: John Carroll, Jr., J. Erley Codd, Andrew Gebhardt, Dr. Ferd Lautenbach, Jr., Nelson Johnson and Theo. Krug.

Annual Schenectady Club Meeting

The Schenectady Motorcycle Club, of Schenectady, N. Y., held its annual meeting and dinner recently at Madison's Hotel. Covers were laid at the tables for 34, and it was not until the early hours of the morning that the members left for their homes.

The election resulted as follows: President, L. C. Hays; vice-president, L. Z. Wilcox; secretary-treasurer, Samuel Congress; corresponding secretary, L. Aurmic; road captain, Edward Horsman.

Pixley Heads Sacramento Club

C. S. Pixley was elected president of the Capital City Motorcycle Club, of Sacramento, Cal., at the regular annual election of officers last week. The staff of officers elected includes Chris Hansen, vice-president; M. F. Trebilcox, secretary; George McCormick, treasurer; Emil Fabian, captain.

Officers of Michigan City Club

To serve as officers during the first half of this year the Michigan City Motorcycle Club, of Michigan City, Ind., has elected these members: President, Dean McCaully; vice-president, Henry Blick; secretary, Otto Palm; treasurer, Emil Olson; captain, Charles Lubke; first lieutenant, Hugh Cassidy; second lieutenant, Oscar Bick.

On New Year's Eve the members of the club and their friends merrily danced the old year out and were still whirling around the floor hours after 1915 had made its noisy debut. The attendance at this dance was record breaking.

Zanesville Motorcyclists Elect

At the regular meeting of the Zanesville Motorcycle Club of Zanesville, O., held on January 7th, the members held an election of officers which resulted as follows: President, R. B. Williams; vice-president, F. Bolin; secretary, R. E. Miller; treasurer, W. Swingle; captain, L. Factor, and lieutenant, J. Greiner.

For the past two months there has been a lull in the club's activities, but the selection of the new officers promises to create enjoyable affairs, such as frequent smokers and banquets, until the roads are in condition for contests and runs.

Chicago Indians Announce Chiefs

The 1915 list of officers of the Chicago Indian Motorcycle Club, of Chicago, Ill., has been announced as follows: President, F. Baraus; vice-president, J. Williams; financial secretary, A. Hertzer; recording secretary, A. Gassmann; treasurer, J. W. Collins; sergeant-at-arms, S. Crawley; captain, W. Kolb; first lieutenant, A. Kosar, and second lieutenant, J. Meyers. The address of the club is at present 1143 West Jackson boulevard, Chicago, Ill. Communications should be addressed to the secretary, A. C. Hertzer.

Salemites Appoint Their Leaders

Believing that a year's tenure of office is necessary to enable the elected men to produce real results, the Salem (Mass.) Motorcycle Club on January 4th chose these men as its leaders for the ensuing year: President, James J. Flynn; vice-president, Charles Hughes; secretary, Rupert C. Wheelock; treasurer, Harold C. Pratt; captain, Thomas Abelson. Spurred on by the great interest taken in the two prize runs and various social runs of the past season, a committee has been appointed to get up a good program for this year.

This is what might be called a "consolidated" family. W. B. Dutcher, of Toledo, Ohio, and family are shown enjoying a sidecar trip

How Taylor Fell at Savannah

Growing reminiscent at the New York show, Lee Taylor, the winner of the 300-mile Grand Prize race at Savannah, gave some idea to a couple of his friends of the quick thought and ready nerve required of a motorcycle racer. It was not until he needed his brake, on approaching a turn, that he discovered that it was broken.

"I motioned to the crowd to get back," said he, "for I saw I would have to make a wide turn, then I laid over as I would on a half-mile track and let the machine slide out from under me. We rolled over into the grass and when I picked myself up I straightened the handlebars and got away again."

Protection of Metal Surfaces

Sweet oil and tripoli form an excellent coating to prevent lamps, horns and other brass work from becoming tarnished. Oxalic acid or vinegar and salt are good to remove stains from metal.

Detroit Won't Cut Price

Detroit Dealers Ask Agents to Hold to One Price

Motorcycle dealers in Detroit, Mich., who are acting as state agents for the machines they handle, are making an effort this season to induce sub-agents throughout their territory to maintain the same prices on their wares. The Detroit dealers have themselves learned by actual experience that the one-price system is really advantageous to all. Formerly they were at loggerheads and many of them would shave a price materially in order to make a sale, their object being, of course, to get their particular make of machines out on the street in larger numbers than those of competitors.

They were losing money—all of them—and realized that this cut-price method could not go on indefinitely. They formed a dealers' association to discuss this important subject and decided upon the strictly one-price policy, which has always been of such great advantage to motorcycle dealers.

No longer do riders, who have paid a higher price for their mounts than some of their friends, angrily return to the dealer after finding this out, and indignantly demand why they should have been overcharged. Every one of them pays the same price and remains on friendly terms with the dealer.

Speaking on the wisdom of adhering to one price, William Rumsey, of the Harry Svensgaard Corp., who travels in Michigan for the Excelsior, said:

"When a country agent sells for the purpose of preventing a competitor from selling, rather than to make a profit, he cannot be prosperous, and a dealer who is not prosperous is a detriment to the business, rather than an advantage. The more machines an agent sells the greater our profit for the season.

"But if he don't make money, he won't be there the following season, and we have to look up a new man and break him in. I would rather an agent would sell five machines at a profit than sell twenty at cut prices and thus give his profits to the riders. We want our agents to become a credit to the business in their communities, and retain the agency year after year. We are telling them so. We know the benefits of the one-price policy and are trying to educate the agents to it. But I can't say whether they will be able to resist the temptation to beat out their rivals at any cost."

To Test Compression

Compression, like the last straw that broke the camel's back, is often the last deciding factor in breaking down that optimistic make-believe that the "old engine" is yet in good form, despite the lack of attention that has been its lot of late. Or perhaps it would be more correct to say it is the want of compression that finally lets it down. If the engine fails to hold up for less than 30 seconds it doesn't speak much for its compression.

The piston should be tested first of all. It is quite possible that air escapes past the piston, and to detect this one should pour about a teaspoonful of heavy oil on top of the piston. The engine should be cold, to prevent oil becoming thin through heating. This thick oil should "pack" the piston, making an air-tight fit, and should full compression result it is obvious that the leak is here. If air still escapes, that is, if by pouring thick oil on top of the piston compression is not restored, the leak is obviously elsewhere, and attention must be given to the cylinder cock or compression relief—an old offender. Here again thick oil can be used to "pack" a suspicious joint—or in this case thinner oil, if used, will show bubbles of air escaping on compression being tried for.

Again, valve caps are often a source of trouble where leaks are concerned, and must be tested in exactly the same way. Should no leak be revealed after these tests have been applied, attention must be directed to the valves themselves as the last resource.

One remark is perhaps necessary here. Don't come to a hasty conclusion. When an engine has been taken down and thoroughly cleaned, often, on reassembling, these is an absolute lack of compression, which state of affairs will continue until oil has worked up the sides of the piston and around the piston rings, which may take some time.

Ignition Trouble

In cases where the points of the plug have to be set very fine, a frequent cause of trouble is the points of the grounded electrode become slightly displaced, owing to the plug being forced into the threads. This brings about short-circuiting, as the small gap naturally disappears.

When the plug is removed and the pressure relieved from off the points the gap again exists, and the sparking plug appears to be working satisfactorily.

The mystery is at first very baffling. The remedy, however, is simple, and consists merely of filing a couple of threads flat where the grounded electrode leaves the shell of the plug. This flat will give a little clearance and relieve the pressure of the points, so that even after the plug has been forced into the threads the small gap is preserved.

About Lost Motion in Control Rods

Lost motion in control rods and shafts on motorcycles should be taken up whenever it becomes appreciable, instead of being permitted to increase with use. It is not infrequently the case that grips can be turned from one half to a full revolution before any motion is transmitted to the contact breaker and throttle. In addition to causing an annoying rattle, "play" in the control connections is responsible for irregular fluctuations in the speed of the machine, due to the shifting of the contact breaker and throttle, within the worn limits, even though the grips be held stationary when the machine is running.

Polishes for Brass Horns or Lamps

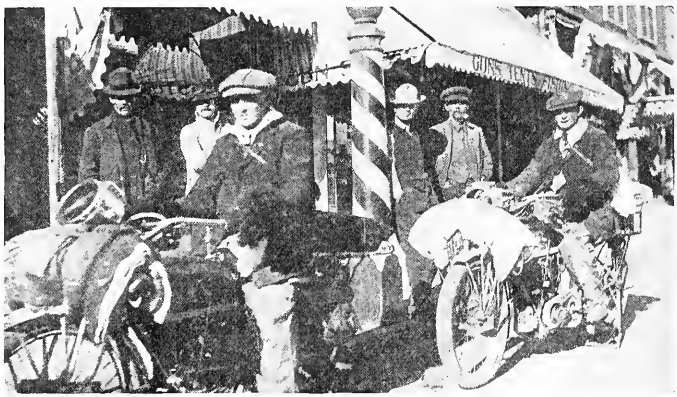
For polishing brass horns or lamps either of the following recipes are recommended by one who has used them:

Three parts of oxalic acid dissolved in 40 parts of hot water, adding 10 parts powdered pumice stone, 12 parts of soft soap and 12 parts of fat oil. Apply with water

Rottenstone, 4 ounces; powdered oxalic acid, 1 ounce; sweet oil, 1½ ounces; spirits of turpentine of sufficient quantity to make a paste. Use oil of turpentine to apply.

Temporary Repair for Piston Ring

When piston rings wear down so that compression is lacking they may be made as good as new temporarily by simply placing under the thin portion of the ring a straight piece of clock spring 2 inches long and the width of the ring. This will act as an expander and will make the ring hug the cylinder walls.

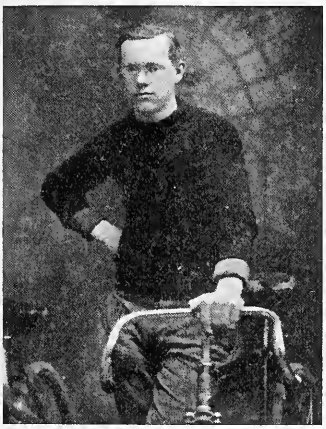


(1) Charles Faught and F. Ferris leaving Klamath Falls for their trip through California—note the luggage piled on the front bars. (2) The first night's camp in the woods near Mt. Shasta

Mile-Hunters Who Secured C. R. C. A. Awards

Sanborn, Zarr and Steppello Head the List in the Year's Wind-up

	Total Miles	Single Centuries	Total Points
1—F. M. Sanborn, Baltimore, Md.	8,259	50	13,259
2—R. W. Zarr, New York, N. Y.	6,924	21	9,024
3—George Steppello, L. I. C., N. Y.	6,406	24	8,806
4—Sylvain Segal, New York, N. Y.	3,615	15	5,115
5—W. Winquist, Brooklyn, N. Y.	3,202	10	4,202
6—E. M. Anderson, Baltimore, Md.	3,787	..	3,787
7—W. Buggeln, New York, N. Y.	2,620	9	3,520
8—Ed. Jensen, Astoria, N. Y.	2,490	9	3,390
9—W. A. Whiteman, New York, N. Y.	2,803	3	3,103
10—A. R. Jacobson, New York, N. Y.	2,318	6	2,918
11—Robt. Post, New York, N. Y.	2,581	3	2,881
12—Robt. Wolfson, New York, N. Y.	2,173	7	2,873
13—W. F. Plumb, Kalamazoo, Mich.	2,739	..	2,739
14—A. S. Thomson, New York, N. Y.	1,987	4	2,387
15—J. M. Mitchell, Greenwich, Conn.	1,003	8	1,803
16—Charles Hyland, New York, N. Y.	1,291	..	1,291



F. M. Sanborn

With a full compilation of all the riding reported by the members of the Century Road Club Association for the year 1914, Fred M. Sanborn, of Baltimore, Md., is shown to have ridden more miles on his bicycle than any other member. The second on the list is Ralph W. Zarr, of New York city, who during the last two days of the year succeeded in catching and passing George Steppello, of Long Island City, who was in second position for the last five months.

Comparing With Previous Records

It is interesting to compare the 1914 performances of the "Big" men with their records of the preceding year, as well as to place side by side the work of the hustlers of 1913 and their records for the twelve months that have just come to a close. It is found that Sanborn did not strive for national honors in 1913, but took third place at the wind-up of that season in the activities of the Crescent club of Baltimore, Md. His record then showed a mileage of 7,298, 25 centuries and 9,798 points. Zarr, who now ranks second, was 'way back at the 20th position, with 800 points to his credit, having ridden a mileage of 400 and four single centuries. As for Steppello, he holds third place in the 1914 wind-up, and last year divided honors with Zarr at the 19th position. Looking back at the achievements of the first three men at the end of 1913, it is found that the highest scorer, A. Olson, of Brooklyn, N. Y., did not show in the competition for '14 honors, and that Sylvain Segal, who had second place, with a mileage of 5,002, 21 single centuries and 8,102 points in 1913, goes to the fourth place with a mileage of 3,615, 15 single centuries and 5,115 points, while the previous third ranker, J. M. Mitchell, of Greenwich, Conn., in 1913, completed 4,438 miles and 20 centuries, getting 6,638 points, and now holds the 15th place with 1,803 points, having ridden 1,003 miles and 8 single centuries.

Sanborn's Achievements

Sanborn, who did all of his 1914 riding in the country surrounding Baltimore, turned in 8,259 miles, including 40 centuries (100 miles in 14 hours), one double century (200 miles in 24 hours), one triple century (300 miles in 36 hours) and one quintuple century (500 miles in 60 hours) and included trips to Natural Bridge, Va., Philadelphia, Pa., Gettysburg, Pa., and one trip to New York, where he participated in a 50-mile race. He is well known as a cyclist in Baltimore and won many trophies while enjoying himself with his hobby. Sanborn is a member of the Crescent Bicycle Club in Baltimore and while riding in the mileage competition of the Century Road Club Association won the road championship of the Crescents by winning the greatest number of points in a series of races from a half-mile sprint to a 100-mile race. While riding his quintuple century Sanborn made the excellent time of 51 hours for the distance, also making the best showing for the year for the Thompson trophy, offered for the fastest 500 miles during 1914 or 1915. Sanborn's mount was an Emblem bicycle equipped with Palmer-Armstrong tires.

R. W. Zarr

As an evidence of his prowess, Sanborn will be awarded the first gold medal of the National Board of the C. R. C. A., as well as the Certificate of Merit for riding more than 5,000 miles, and as a member of the New York Division will secure another first gold medal for riding the greatest distance of all the members of that division.

Zarr's Performance Surprising

Ralph W. Zarr, who aside from riding his bicycle purely as a pastime and only during the last six months of the year in search of some high prize in this competition, reached the total of 6,924 miles and included 21 centuries. As a cyclist he never was heard of as winning a race of annual competition before and this prize as second place winner comes as a surprise to all his friends. All of his riding was done within 50 miles of his home in New York. Zarr has for his fourth successive year held office as national financial secretary of the Century Road Club Association and as chairman of various committees.

Zarr rode a Columbia bicycle shod with Palmer-Armstrong tires and fre-

quently had tire trouble on account of the quantity of glass and nails found on the streets of the city and surrounding towns.

Steppello has been riding a bicycle only a short time, his first year, 1913, being given up to touring with his fellow members, and he has ridden to various places, including Philadelphia, Pa., Atlantic City, N. J., Sag Harbor, L. I., and finally a trip to Alexandria, Va., and return. This last tour and the mileage reported on the same put him in second

Steppello, winner of third place in the C. R. C. A. competition with mileage of 6,406

place and he then realized that he had a chance to stay there. But the realization was not fulfilled, as he was beaten in the last couple of days. His mileage for the year was 6,406, including 21 centuries and one triple century. He rode an Iver-Johnson bicycle, also equipped with Palmer-Armstrong tires.

The 28 members reporting mileage during the year turned in a total of 58,417 miles, including 172 single, 4 double, 2 triple and 1 quintuple centuries.

The following is the list of members reporting 1,000 or more miles during the year:

Total amount of mileage reported, 39,317. Number of quintuple centuries ridden, 1. Number of triple centuries ridden, 2. Number of double centuries ridden, 4. Number of single centuries ridden, 173. Totol number of centuries ridden, 192. Grand total of mileage ridden, 58,517.

Certificates of Merit won by F. M. Sanborn, R. W. Zarr and George Steppello.

Making the Drain Cock Secure

After closing a drain cock in the machine base it should be given a slight tap with a wrench or other convenient tool to prevent it from jarring open.

Prosperity for South

Southern Motorcycle Dealers Have Big Opportunity Ahead

This editorial by Clark Howell, editor of the Atlanta Constitution, probably the best posted man in the South on general conditions, should put every dealer in the South of motorcycles on notice to be up and about his business at once in order to reap the harvest of prosperity which undoubtedly is to be theirs.

"With the opening of the new year the South emerges from a condition that is anomalous and virtually without precedent.

"At the end of the Civil War the section's whole business structure, its very political institution, were in wreck and ruin. There might legitimately have been ground for apprehension and ultra-conservatism.

"But, strangely, under even these crushing conditions, there was no 'stage fright,' no apathy in the South following the Civil War. Rank and file started again at the task of building, energetically and without doubt.

"There has been really, and here is the past paradox, more uneasiness in the South since the outbreak of the European war than since the close of the Civil War. Only the psychologists can reconcile the two spectacles. That uneasiness is disappearing as the facts of the situation dawn on Southerners generally. The prediction is for a prosperous 1915.

"Today, in the cotton crop alone, the South at present prices possesses a cash equivalent asset to the value of $720,000,000. That includes the cotton seed, but not the meal, the hulls and other indirect by-products. No other section in America, no similar territory in the world, has realizable assets upon one crop alone of $720,000,000.

"It is true that at the unexpected outbreak of the European war there was a slight shock and derangement of the business machinery. Estimates had been made on the basis of 12-cent cotton. Two factors operated to upset these estimates. First, temporary paralysis of foreign trade by closing of the European markets. Second, the unanticipated presence of a bumper crop of 16,000,000 bales. Either factor would have depressed the price below anticipated levels. Jointly, the effect was even more marked.

"But the process of readjustment is rapidly working its magic. The few persons who lost their heads are recovering sanity. They are seeing that even at 7½ cents or thereabouts, a 16,000,000 bale crop is worth $720,000,000, and that spells prosperity in capital letters.

"The average farmer and business man should remember that even in recent years the cotton crop brought much less than a total of $720,000,000, and that those were years of great prosperity.

"Cotton is now moving.

"That means money is pouring into the South. More cotton has been exported during the past month than during the entire period since the opening of the European war.

"Even where the cotton is held, it is the equivalent of so much gold It is just as though the South had so much money to its credit in the bank of the world and subject to sight draft.

"Add to this one asset of cotton revenues from manufactures and other sources, running up into the hundreds of millions, and there is a picture of tangible prosperity wonderful in its proportions.

"A rich South may well face the new year with every confidence of prosperity."

Since the above editorial was written, the cotton exchange in New York has been opened and the market price for cotton January 5th was 8 to 8½ cents per pound, which is convincing proof of the foregoing statements. Every Southern motorcycle dealer should read this article with the closest of attention and take heed from this editorial to the coming prosperity, which is liable to break loose at any moment. He should follow every prospect that he has had—he should have his 1915 demonstrator in constant action every minute of the day, getting himself ready to take care of the business that is bound to come. One of the greatest features of the business which has not yet been touched is the commercial end. To cite just one instance, the records of the Southern branch of the Harley-Davidson Motor Co., which is located in Atlanta, Ga., show that since the first of October, 1914, up to the present time there has been a remarkable increase in sales for commercial use, proving conclusively that business houses are beginning to realize the advantages of the motorcycle in their business. That the season of 1915 will undoubtedly be a record breaker in sales of motorcycles is assured from the increase in sales that also show from the records of this same concern up to the first of January, and if any dealer in the South fails to make a good showing in sales the coming season the fault lies clearly with himself; and to use the Harley-Davidson slogan—"it's up to you—go to it!

IN THE DEALERS' DOMAIN

Make More Money—A Good System Will Aid Your Business

You are in business to make money. That is why you work so hard, early and late. Perhaps you did not make as much money last year (which has just now ended) as you thought you should. Of course, you want to make more the coming year.

Have you ever really carefully considered your business? Have you ever really looked at your business as through a magnifying glass? Have you considered carefully your shop—your equipment—your customers—your system—yourself? These five things—have you considered them? They are the most important things to you in a business way; and the most important of these five important things is your system. For you may have a good shop, a good equipment, good customers and be a good mechanic, but unless you cement all these god features together with the proper business system your profits will not be what they should be and your other good advantages will gradually be lost.

Your business system should be your guide—your navigating chart for steering the ship of business safely. At the end of the day, the week, month and year, it should tell you where you stand.

Why have a modern shop—why have a good location—an up-to-date equipment—why be an expert mechanic—why use the best materials—why use infinite care and pains in your work if you haven't a business system that will make all of these things profitable to you? You are in business to make money; yet, if you have no real business system, you are disregarding the very object of your business—the very foundation of your reason for working.

Making More Money

There are just two ways in which you can make more money the coming year. One way is to increase your business, and the other way is to decrease your expenses. Now, how can you do one or the other of these, or perhaps both?

A business system rightly applied will come pretty close to guaranteeing at least one of these desirable ways of increasing profits for 1915; and the chances are that it will insure both of these means of making more money.

Get Out Into the Sun!

The year of 1915 holds great promise for every man engaged in the two-wheeler trades. It spells opportunity in capital letters for the man who is alive to his chances and works to make the most of them.

Everywhere you go the cloud of financial depression is lifting and you can see the clear sky of big business ahead.

One big manufacturer of New York city made a flying trip to a small city in Pennsylvania to secure two orders that had been hanging fire for a long time. He reached his destination in the midst of a heavy snowstorm and found his men after considerable difficulty. They were both shy of placing an order, saying that under present conditions they wanted to hold over till next year. The New Yorker told them that when he left Manhattan the sun was shining and everything was fine and bright, but he ran into a snowstorm as soon as he entered their town. He said that financial conditions were much like that—in the big centers the gloom was dispersing and business was picking up, but the wave had not yet reached the smaller towns. He said, "Now is the time to climb on the wave and get a ride."

He got the orders.

Line Up for 1915 Prosperity

One dealer put himself in line for a big bunch of prosperity during 1915, according to the Bulletin of the National Motorcycle Dealers Information Bureau, when he made the following resolutions:

First he said: "I'll not wait for business to come walking in the front door. I'll go out and grab it. Then when I do go out I'll be a real live motorcycle enthusiast and talk motorcycling instead of the war or bad times, because the war is going to bring us increased trade eventually if not at once, and bad times are already a back number."

Then he thought a little and continued: "I'll boost the motorcycle club idea, for it will help my business. I'll cooperate with other dealers, for we can accomplish things together than can not be accomplished singly. I'll hustle out right now and interest the other dealers of the town in holding a joint motorcycle show."

Then he added: "I'll not be afraid to spend some of my profits in advertising. I'll carry as large a stock of machines as I can, for the more I carry the more I should sell, and I'll carry a good stock of practical accessories—for riders appreciate such a stock and buy freely from it. Lastly, I'll let my customers know that I appreciate their business and render them good service."

Following out these resolutions means effort and some expense, but in doing so the live dealer puts himself in line for big business during the year.

Energizing a Window Display

When you energize a thing you put force into it—give it punch!

When you change your window display often, keep it timely and arrange something new each time to attract the eye of the man in the street, you keep your window live, but you do not energize it. To do that you must put a man in the window space and make him do something

What is your display man going to do to attract attention and bring prospective buyers inside? Well, you know that when a motorcycle rider has trouble and stops to look over his mount or make some small adjustment a crowd collects. What you want to do is to keep that crowd in front of your window always—if you are located in a street where it is possible to collect a crowd.

You put one of the men from the repair-shop in the window space. Give him a chair and a motorcycle to work on. If the space is too small for that give him a part, a wheel or magneto, and set him to work. When a big crowd collects it is easy for him to show them what he is doing, how the machine will not work when he first starts in, how to find the trouble, and fix it.

If your repairmen are not all busy here's a chance to make the extra one earn his pay—and then some.

Three Men Out for an Enjoyable Trip Without Expense—Three Good Bicycles—

One of the wooded Michigan trails

Open country near Trenary

With Three Touring Cyclists in Michigan

Six Hundred Miles of Delightful Riding in Eleven Days

Six hundred miles through primitive forests stretching for miles beside the road on either hand, along mountain streams and beautiful lakes—how would you like to make that trip for eleven days on your faithful bicycle with a couple of companions?

How the Trip Started

The trip was made by George Breinig and Louis Kuehl, of the Chicago Cycling Club, with Harry Lang, of the St. Louis Cycling Club, and this is how they did it:

Their starting point was Chicago and their first destination Milwaukee, via Fort Sheridan, Ill., Waukegan, Wis., and Racine, Wis. The roads at the beginning were excellent; one of the boys observed that "the pavements were laid in the middle of the streets"—the roads being of cement over which a pace of nearly 25 miles an hour could be maintained The total mileage of the first day was 100.

The second day saw the pedal voyagers well on their way into the dairy country, through Port Washington, Sheboygan and Manitowoc. At the last place they stayed for the night, tired but happy, with a mileage of 92 to their credit.

Rain, that hoodoo of the touring cyclist, struck them on the third day from Manitowoc to Green Bay. The roads were now dirt, and sandy dirt at that, with a strong headwind to fight against, so that they only made 42 miles that day.

But the fourth day made up for previous hardship. Having heard that the roads north of Sturgeon Bay were ideal for cycling they decided to tour that "California of the North." One of the

Resting up

pleasantest sights of the trip was that of a 700-acre cherry orchard in bloom. They reached Wilson's Camp in time for dinner, which was a good one of fish and other good things. The pretty lake at this point surprised them with its vista of firs, evergreens and hemlocks. From this beautiful spot the cyclists departed for Egg Harbor, a summer resort with an ideal climate that makes cycling popular. There they had supper, and after supper took advantage of the moonlight and good macadam roads to retrace the 18 miles to Sturgeon Bay, a total distance during the day of 65 miles.

"On Their Way to Michigan"

The fifth day saw the trio board a boat for Menomonee, a 2-hour ride across the bay, from whence they pedalled to Carney, 36 miles. There a heavy rain

A quiet haven—Copper Harbor, Michigan

The Open Trails of Michigan—That's Some Vacation and Anyone Can Do It!

On the Copper Peninsula

"Going up" into the hilly country

Through the Copper Country and Lakes

How the Trio of St. Louisans Fared on the Trip

Looking over the lake

forced them to take a train to Escabana.

The following day they were agreeably surprised to find that their route just missed the rain belt. They were sailing along nicely when the first trouble of the trip occurred. Kuehl picked up a large nail in his rear tire, which went in at the center and came out at the rim side. But that was a small matter, easily repaired in a few minutes, after which they found themselves in a wilderness of pines resembling Christmas tree park in Yellowstone. The road in this district was rolling and good in dry weather. Traveling in bad weather would be risky because the towns are 20 miles apart and many miles from any railroad. Such considerations did not spoil the enjoymentof the trio, for after emerging from the wilds and climbing a few hills they reached the summit of a hill from which could be seen the beautiful sunset of Lake Superior. After admiring the grand scenery they enjoyed a glorious coast of two miles over a fine "chat" road which extended into Marquette. This part of Wisconsin is none of the warmest at any time of the year and after sunset the valleys along the lake shore were frigid and overcoats were in order. The distance this day came to 76 miles.

A Sunday's Rest at Marquette

The seventh day was Sunday and the tourists rested up, spending the time pleasantly in looking at the sights of the town named after the great French explorer, Marquette, who once toured the deserted forests of this region with a single companion, Joliet. One of the spots they noticed was rustic Presque Isle Park, just north of the shores of Lake Superior.

The report of a bad stretch of road in Covington, Mich., made them decide to board a steamer early Monday morning and voyage comfortably to Hancock, where they arrived at 4 P. M. But boat riding made them feel lazy, and they were anxious to mount their worthy steeds once more. So a few minutes after docking found them hoofing it up a side street strewn with boulders which brought them shortly to the summit of the famous Quincy mine. The view from this point took in Houghton and Hancock. And since it was their first trip to the Copper Country the boys lost no time in touring the mine which has a shaft 6,000 feet deep and has been pro-

Near Sister Bay, Wis.

ducing copper during the last sixty years.

They were now in the Copper Country actually, for the next day saw them pedalling past the famous Calumet and Hecla mines, one of the largest in the world. The grand scenery and splendid roads of this section of the country thrilled the riders as they sped onward at a rapid rate. Following a trail which rose to great heights at places, they arrived at Eagle River, 33 miles from Hancock. The evening was spent pleasantly in chatting to the natives about the copper country history and in swapping stories. They were told about the interesting country which extended to Keweenaw Point and left at dawn the next day for Copper Harbor.

This was another of the wild and picturesque rides which gave the trip among the fir filled mountains and over the lonely Michigan trails such a zest. They passed deserted lumber camps and towns, or rather mining camps, that were prosperous in the '60's or '70's, but in a very dilapidated condition now. Fishing? Yes, abundance of it on Lake Manganese near Mandan, where the trout rise easily and the season is long and fruitful.

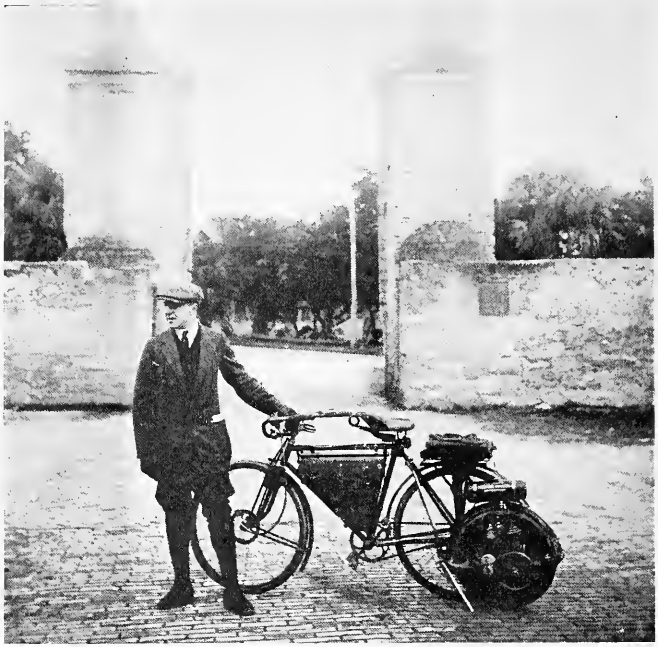
The tenth and last day of the trip they spent in loafing along easily to their starting point at Houghton, where they boarded the Chicago and Northwestern train at 3 P. M. for Chicago, arriving at 7:45 the next morning in the best of spirits and health from their stay in the open and sunburnt to a shade resembling the natives of the country they visited.

Chicago Six-Day Line-Up

While the list of teams that will participate in the Chicago six-day race has not been completed, the majority of the stellar combinations have been made up, according to the stationery gotten up for the race. The entries printed on the back of the envelopes give the following combinations: Jimmy Moran and Reggie McNamara, Francesco Verri and Oscar Egg, Iver Lawson and Eddie Root, Harry Kaiser and Gus Wohlrab, Frank Corry and Clarance Carman, Joe Kopsky and Norman Hansen, George Colombatto and Julian Provost, Victor Linart and Marcel Dupuy, Gordon Walker and George Cameron, Menus Bedell and John Bedell, Bobby Walthour and Charles Piersey, Pete Drobach and Joe Fogler, Fred Hill and Jackie Clark, Martin Ryan and Lloyd Thomas and Worth Mitten and George Wiley.

The race is to be one of 144 hours, starting January 28th and finishing on February 3. The six-day race to be preceded by a sprint program on January 27. The scene of the big doings in the Windy City is to be the International Amphitheatre, located at 42d and Halstead streets, that city.

There may be come changes made in the personnel of the teams before the start of the big race.



The old and the new—Smith motor-wheel before St. Augustine gate

Carman Married on Cycle Tour

A romance that dates from the days of the "gasoline" circuit of six-day races in 1913 was revealed during the running of the Buffalo six-day race recently. When the famous circuit had reached Des Moines, Clarance Carman met a fair Iowa miss and the friendship that cropped up between the rider and the girl, Miss Ruby May Dyer, of Des Moines, culminated in their marriage in the latter city Christmas Eve. The motor-paced champion expects to spend his honeymoon on the circuit of six-day races that Floyd MacFarland is running this winter.

Smith Wheel Tours St. Augustine

The illustration on this page depicts L. H. Guterman and the Smith Motor Wheel in historic setting before the gates of St. Augustine, Florida, in which state he represents the device for the New York Sporting Goods Co.

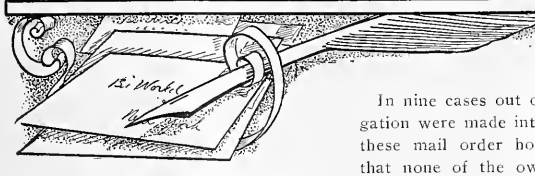
St. Augustine lived some 1700 years ago, when transportation was in its infancy. Perhaps in no time in the world's history was it so hard to travel any distance as then. The Greeks and Romans had their well-arranged roads, over which chariots and horses could make pretty fast time. But after the fall of Rome, when Europe was given up to the rule of barbarians, the roads received no care and systematic methods of conveyance were not thought of.

If a wealthy noble of the period of St. Augustine wanted to travel he mounted a horse, got together his retinue of servants and men-at-arms and ventured forth on the ill-kept and hazardous roadways, which were no more than trails over the open fields or through forests. A journey of 50 miles in one day was thought to be wonderful and required all kinds of preparation in advance and a general thanksgiving when it was safely accomplished.

St. Augustine did not travel like that when he went on his journeys to convert the heathen—he generally traveled alone or with a few companions and with great difficulty.

Seventeen hundred years of progress are represented in this picture. The rider of the Smith Motor Wheel can cover a hundred miles in six hours of easy traveling; he can go by roads that are kept as carefully as a garden is kept; he encounters not the slightest danger from robbers, wild beasts or outlaws. And his day's journey costs very little.

From the Pen Points of Writing Riders



Objects to Mail Order Article

Editor Bicycling World and Motorcycle Review:

If your magazine will allow me a little space I would like to make a reply to the article in the December 15th issue with the heading "The Menace of Mail Orders."

While this farmer who wrote the article has some good arguments, I want to impress upon the readers of this magazine that the mail order houses are not so bad as he makes them. If there is any dealer in any town who can supply the wants of the people, of course he should be given the business, and in most cases he is supported when it is possible, but nine times out of ten, the dealer in the small town is far behind the times and never has a complete supply of parts or accessories. His prices are also much too high, and there should be no reason for this, since he can buy from the mail order houses in the large cities just as cheap as the retailer in the same cities.

I see no reason for this farmer or any one else expecting the mail order houses to help build up towns, or build roads. These houses supply hundreds of towns, and if they were to help support each town they did business with where would they come out at? The mail order houses are run under very heavy expenses, carrying large stocks, employing efficient help, and all the latest and expensive improvements so as to give their customers the best possible service.

In nine cases out of ten if an investigation were made into the operations of these mail order houses you will find that none of the owners have become millionaires, or are living the gay high life. Many of them make just a fair living, since most of the profits are used to either increase the stock, increase the number of help, or add some new devices so that they can handle the orders in a faster way. All these things are just as much for the benefit of the people in the rural districts as it is for the mail order house.

As a rule most of the people in the rural districts appreciate the mail order house service, for in most cases they do not know where to get parts for their machines, and if they had to have these parts made it would cost them five times as much and the part would not be right then.

The mail order house goes out of its way in many cases to fill the want of a customer, by sending his help all over town and even telegraphing at his own expense for some little part.

Just think of the people who live out in the country, miles away from any good-sized town or city, who can sit down in their own house and order whatever they desire, being even supplied with order blanks and envelopes, and getting it delivered right to their house again. Therefore, I say that no one should have any fault to find with the mail order house for the sake of the conveniences of the farmer.

Very truly yours,
The Auto Cycle Co.,
David Nahinsky, Prop.

New Club Wants Information

Editor Bicycling World and Motorcycle Review:

We have recently organized the Victor Bicycle Club, which has been formed for the purpose of promoting road racing, long distance riding, increasing the use of the bicycle for pleasure and recreation, as well as to induce riders to use the better grade of bicycles.

I would like to get in touch with the secretaries of other bicycle clubs so as to learn what kind of a program such a club could carry out successfully. If you could give me the necessary address the information would be thankfully received.

Although I joined the N. C. A. when the Luna Veledrome opened, I notice that the address of the Board of control is not shown on the membership card which I received. As I will need this address I wish you would tell me with whom to correspond.

Hoping to hear from you soon either by letter or through the columns of the best bicyclists' journal in America, I remain,

Very truly yours,
Victor H. Lister.

[You will undoubtedly receive many valuable suggestions from club secretaries in response to this letter.

You will find that the complete list of clubs is a long one and for you to write a letter to each would take up a great deal of your time.

Communications to the N. C. A. Board of Control should be addressed to Chairman R. F. Kelsey, P. O. box 41, Times Square Station, New York City.—Editor.]

How Much Does It Cost to Run a Motorcycle? Read This!

Just how much does it cost to run a motorcycle, and what will it stand the rider in the way of repairs? That's the same old question that pops up every now and then and furinshes discussion galore for the fellows at the clubs and the writing riders.

Well, it's not a question that you can say "this is the answer and let it go at that!" But one thing is interesting. A reliable text book published four years and some months ago takes up the question of cost and arrives at the conclusion that the cost of running a machine, with repairs, is going to average a shade under a cent a mile for a twin—say four-fifths of a cent—and in the neighborhood of two-thirds of a cent for a single. The decision was based on careful observations by a rider who traveled several thousand miles, and, being a bookkeeper or some such chap, kept his accounts with great care. Remember, this was several years ago, not today.

Now, C. A. Pete, of Des Moines, Ia., has a word to say about the cost question. He bought his machine from Carl Larson, and went 1,025 miles the first week he had it. He rode it for two seasons and then sold it for $175. While he owned it he covered nearly 25,000 miles, registered by a Veeder cyclometer.

As Pete says, "who would walk if he knew that he could travel 25,000 miles at less than a cent a mile?"

The following is Pete's itemized report. Remember that it covers depreciation, which the first calculation of five years ago did not cover, so that the cost of maintaining a motorcycle, based on this showing, has decreased about three-tenths of a cent a mile from the cost

of five years ago—eight-tenths of a cent That leaves a cost of about five-tenths of a cent for running expenses, not counting depreciation of the machine. The machine Pete rode was a Harley-Davidson 1912 twin.

How he figured expenses:

The machine cost me	$285.00
Three new rear tires	24.00
Gasolene and oil	92.40
Two crank hangers broken in spills	5.00
Four pedal shanks broken the same way	1.00
One inner tube	2.50
Total cost of the machine while I had it	$409.90
Sold it again for	175.00
Actual cost covering depreciation and everything	$234.90

How a Useful Tool is Ruined

One of the most destructive habits which prevails among file users generally is that of loosely throwing files, fine and coarse, small and large, into a draw filled with cold chisels, hammers, lathe tools, etc., and then tossing such tools on files. When it is considered how small a portion of the points of the teeth is worn off by extreme wear and when the file is properly used, but that to effectually dull them for some kinds of work requires but slight knocking on a hard surface, the evils of the habit readily will be apparent and suitable provisions should be made to avoid its destructive tendencies. With proper care the life of a file should be long.

The Old and New Ways of Soldering Aluminum

The effective soldering of aluminum, unlike many other metals, has long been found difficult. Many kinds of solder have been tried without success. Below are given two methods of soldering aluminum which are said to be quite efficient and a third process which is claimed by its exponents to be absolutely successful.

For soldering aluminum a blow torch should be used. A solder, that may be used without a flux, is composed of 75.5 parts of tin, 18 parts of zinc and 2.5 parts of aluminum. Before applying, the parts should be slightly heated. By means of a stiff metal brush the solder should be forced in place. A solder which requires a flux is made up of 80 per cent tin and 20 per cent zinc, stearic acid being employed as a flux.

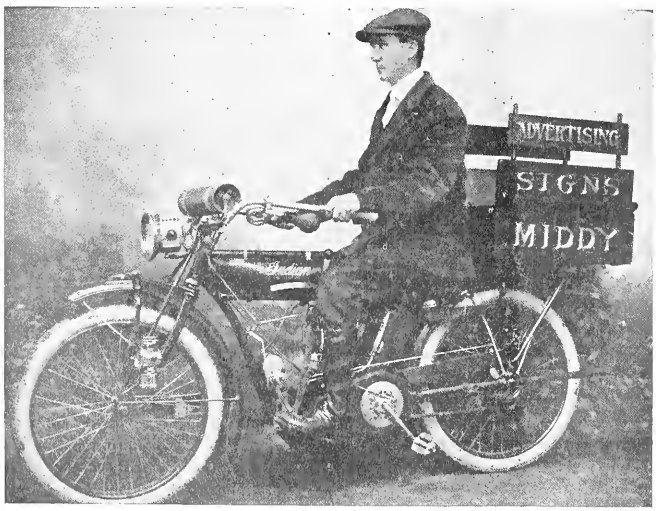
Objection, however, has been offered to soldering aluminum in that the joint is said not to be very strong. Claiming to overcome this difficulty a new solder, called the German-American solder, has been put on the market. It is said to dispense with the oxy-acetylene method of repairing fractures in aluminum parts. No breaks, it is maintained, are too complicated to repair by the new method and the work can be done at a saving of at least one-third the cost of the welding job. The strength of the solder, according to its inventor, is about double that of aluminum as regards its resistance to tensil strains and even greater as regards its resistance to bending.

In performing work on an aluminum casting which has been broken into a number of pieces, the various parts are matched as closely as possible and screwed down on a jig. The fractures are then chiseled down into the form of a V-shape slot in the same manner as for a welding job. The solder, which melts at 400 degrees Fahr., is then run into the slot and finds its way down into the crevises between the two pieces of metal. Upon solidifying the joint is made.

German-American solder is a secret composition. It is said to consist of eight ingredients, five of which are metals and the other three salts of metals. The solder is manufactured by the German-American Aluminum Co., with sales offices at 25 West 42nd street, New York city.

Replacing the Valve Springs

When new valve springs are being fitted to an engine the best results will be obtained if the springs are of medium strength rather than of extreme tension. No increase in power or efficiency will be gained by the use of excessively strong springs, but on the contrary such stiffness will have a tendency to snap off the heads of the valves or hammer out the keyways in the stems. The pounding action set up by a stiff spring is also apt to crack the valve seat, and in any event the power which is required to operate a stiff spring might better be expended in driving the machine. If the springs are too weak to close the valves quickly enough the engine will lack power at high speeds and a clattering noise will result from the late closing of the valves. The springs for replacement as supplied by the manufacturers are usually of the proper strength, but where springs are being fashioned by the rider or the repairer they should approximate as closely as possible the strength of the originals.



Middy, the sign man, as he looks going through Atlantic City streets

Motorcycle Useful in Getting Business

"It pays to advertise." That's what Frank Middleton, of Atlantic City, N. J., not only preaches but also practices. Middy—intimate friends call him Middy—preaches advertising because his business is the painting of show cards and large signs; and he practices advertising by riding through the streets of Atlantic City in rain or shine, mounted on his Indian, in quest of business. The illustration shows how Middy has arranged the signs on his Indian so as to attract the greatest attention. Don't think that he's purely a commercial motorcyclist; Middy is one of the most active members of the local motorcycle club and is, according to his friends, 'a true sport all the way through."

Despatch-Riders Give Thrilling Accounts

Over All Kinds of Roads and in All Conditions of Weather They Convey Messages and Ammunition

of Their Adventures 'Mid Shot and Shell

Here is an excellent recipe for making a Six Days Trial road, says a writer in The Autocycle, culled from a Dereham rider's letter: "Imagine a heap of round cobbles, all different sizes, interspersed with holes varying in depths from 5 to 12 inches; line each side of said cobbles with a ditch consisting of 1 foot of slush and mud, smear the whole literally with grease and half-melted snow, add one motor-lorry driven by a maniac, two French peasants who jump both sides at once, add one downpour of rain or snow and occasional shell holes in the road, and you have some idea of our job. The Rudge is standing up to the work well, considering the number of times I have skidded (average three falls per diem), but, of course, she is getting beautifully less as regards equipment; nuts will continually fall off, and things are mostly tied on with string. She is now totally covered with a coating of black mud about half an inch thick. I occasionally drag the mud off my bike with a screwdriver. It is marvelous how the old 'bus goes at times; she gets absolutely jammed with mud."

A Rider's Thrilling Escapes

An Ealing despatch-rider has many thrilling escapes to write home about. "Exactly what I am doing," he says in his second letter from the front, "I cannot tell you. The work, however, has plenty of excitement about it . . . I met one of my old pals a few days ago. He stood and stared at me, and I stood and stared at him, like a pair of fools, for about half a minute, and then he said, 'Good lor', have you been a fool as well as me?' He had been in the Aisne fighting, and he said that was nothing to the battle we are in now. . . . We generally get some sort of a barn to sleep in, and it is nothing to feel a good old fat rat crawling over you in the night; but still, we take things as they come, and you get on fine if you take things like that, and do not grumble."

In a further letter, dated November 19th, he says: "I am in Belgium; in fact, we have been here all the time, except for trips down into France for supplies. I am in the hottest place in the firing line. My job is to stop with the ammunition columns connected with the batteries and the cavalry regiments, and to fetch the ammunition from the ammunition park when it is required. When you think of the number of rounds used by the troops and batteries, you see I am rather an important link between the supply and the troops. . . . The only things that worry us, and everyone else, are the 'Jack Johnsons' and 'Coal Boxes.' I was coming through Zillebeke one day, and was just turning the corner in the main street there, when a shell, the first one, came over, and burst about five yards from me and knocked me off my motor-bicycle and made me stone deaf for about three days, but otherwise did not hurt me. When I had to go through Ypres, as I was always having to do for ammunition, it was terrific work dodging shells and shell-holes, and falling buildings, and dead people. Going through Ypres, the scream of those terrible shells coming over I shall never forget as long as I live."

A Nottingham despatch-rider states: "The work is very interesting and important here, and one feels they are doing something real when they are carrying the very orders that move the big armies, and that means the losing or saving of thousands of lives if they are not delivered in time.

"I was lost for over a week and could not write to you." He gives this experience: "We had a very exciting day yesterday, shelling German aeroplanes, and saw an exciting chase in the air. One of our aviators chased a German with a maxim gun, and we could see the firing going on right above us. It was very weird indeed."

Wretched Condition of the Roads

Another picturesque account of the wretched roads is furnished by Corporal J. K. Stevens in a letter to the "Cambridge Daily News," on which paper he was employed. He writes: "If you could only see the roads we travel over and the condition we get in each day, you would call us the 'Mud Cycle Section.' Every morning we unstick our bikes. That is to say, we get a bit of iron and chip off the mud before we can get the wheels to go round. As our boots are seldom cleaned, their condition may well be imagined. We have become expert acrobats in trying to stick on our bikes to prevent skids. It is no uncommon thing to ride several miles crab-wise, sliding gracefully along the side of the road. One day the surface of the roads was covered with a sheet of ice. At 7 A. M. I tried to start up, but my wheels simply slipped along, not revolving. After a while I got going, only to fall off about six times in succession. Eventually I purloined a push-bike, and to ride this required some skill. To say I fell off this 30 times would be no exaggeration, and we were all thankful

THE DESPATCH-RIDER

'Midst the roar and shock of battle,
Booming shells and rifle rattle,
On my trusty, rusty motor, staunch and strong,
To the Gen'ral with dispatches,
To which vital weight attaches,
Through the dread and deadly dark I dash along.
Oh, there's glory, but there's danger!
You to fear must be a stranger—
You are out to keep the Flag o'er land and sea;
Though your road be ruts and cobbles,
And your motor sways and wobbles,
You have sworn to help to keep the Empire free!

Past deserted trenches, ghostly,
Filled with lifeless Germans, mostly,
To the firing line I steer my throbbing steed;
Careless of the awful bumping,
Of the jumping and the thumping—
Orders are, to do the job at lightning speed!
Yes, there's danger, but there's glory
That will live in song and story—
You are out to keep the Flag o'er land and sea;
You may curse when shaky gearing
Adds a peril to the steering—
But—you've sworn to help to keep the Empire free!

Are there friends at home, I wonder,
Who can realize the thunder
Of a bursting bomb that shatters senses through;
And the wave of exultation
When you've reached your destination,
And your faithful motor's proved a pal, and true?
Oh, there's glory, but there's danger!
You to fear must be a stranger—
You are out to keep the Flag o'er land and sea;
Britain claims your best endeavor,
For you know 'tis now or never—
And you've sworn to help to keep the Empire free!

M., in "John Bull."

when the thaw came. I had to ride to ——— the other night, but one road was full of shell-holes, so I had to take the canal bank. At night time there are snipers along the unfrequented roads, who try to pick off passersby. There is also the danger of running past a sentry, for it is hard to hear a challenge when on a 'mo-bike.' We are now billeted in a stable—men at one end and horses at the other. I have rigged up a sleeping bag out of a blanket and an old sack, in which my feet nightly endeavor to get warm. Every day we have stew for dinner, and into that stew goes everything—meat, cabbage, beans, wurzels, and even swedes. It is the variety which counts after all!"

Captured by the Enemy

How he was captured by the Germans at Mons, but escaped five weks later, is related by Corporal W. Roberts, a Welsh rider. He was returning to his headquarters after delivering a despatch, when snipers began troubling him. He had not proceeded many yards when a bullet punctured his back tire. He jumped off and dropped into a ditch and crawled into a turnip field, when another bullet penetrated the crown of his cap. Fearing the next bullet would lodge in his head, he put up his hands. The Germans then came up to him and removed his revolver, knife and all his correspondence. He was placed amid the German infantry and had to carry their kit. That night they took his overcoat and forced him to lie on the bare road without any covering. In the morning he was given a small bag of biscuits and that was all the food he had for two days.

Shell Hit His Wheel

Exciting experiences have fallen to the lot of Despatch-rider Whoolley, of Harrogate. "At one point," he says, "the German artillery, who were posted on a hill, had a good view of a road which ran behind the British trenches, and they sent exactly six shells after each motor lorry or car or cycle which passed along it. The first motorcyclist to find out this had the unnerving experience of having an 11-inch 'Black Maria' burst at the roadside as he passed. Part of the shell went clean through his front wheel, but did not damage beyond slightly puckling it and knocking out three or four spokes. He had six shells aimed at him, and the force of the explosion blew his hat off, but this did not deter him from going back for a piece of shell which had hit the machine to keep as a souvenir."

How a shell buried his motorcycle is told by Corporal B. Winter. He was attached to a cavalry brigade, and was able to render very valuable services during the memorable retreat from Mons, getting through successfully with a large number of messages that were of the utmost importance. He gained well-merited recognition at the hands of the French military authorities, who presented him with "Le Order Militaire" medal, a much-coveted distinction, which can only in exceptional cases be awarded to anyone not connected with the French Army. He rode a 3½-horsepower Rudge machine, and found it of great service, especially over some very rough roads and fields. Unfortunately he lost the bicycle and he had a narrow escape. In a certain village he alighted, and stood the machine against a house, and he walked across the road just as a shell from a German gun alighted on the house and smashed it down, burying his bicycle. However, he was subsequently able to continue his work with the aid of a small-sized motor car.

The Use of Three-Speed Bicycles in the War

The newspapers occasionally mention the various parts the bicycle has played in the war now raging in Europe, but the other implements used are so large as to overshadow the bicycle; so that the general newspaper correspondent does not give the bicycle the amount of credit it deserves; yet it is a fact that were it not for the existence of the bicycle many newspaper readers would not be privileged to read many of the important events that come from the front.

Experiences with motor-propelled vehicles have been that they are obliged, in most instances, to stop before they are near the main operations, and horses are slow and quickly become frightened and exhausted. With the bicycle it is possible to go wherever there is even a vestige of a road.

All the nations engaged in the present war have bicycle corps to act as patrols; these are able to precede the army, locating the best roads, and keep the main body fully informed as to the enemy's movements. These bicycles, being all equipped with three-speed gears, makes it possible for the rider to cover almost any kind of road with the least possible effort. It is a common sight to see a patrol pedalling along on low gear on a heavy, muddy road, making good time in comparison with what a horse could do.

It is stated on good authority that the English factory manufacturing the Sturmey-Archer three-speed hubs is devoting its entire capacity to making three-speed hubs for bicycles to be used by the Allied Armies. Fortunately, the war will not interfere with American riders getting all the benefits of Sturmey-Archer three-speed hubs, as those being supplied to the American trade are manufactured in this country, of course, under the Sturmey-Archer patents and are identically the same as tht hub that is being used throughout Europe.

The Sidecar in the War

At last the sidecar is coming into its own for war purposes. While it is practically useless for actual despatch riding, owing to the conjested state of the roads over which messages are usually carried, there is a certain scope for it as a carrier, while its mobility is such that it is finding favor fitted up as a machine gun carrier, says the Antocycle of London. It is much better than a car in this respect, for one can readily imagine the difficulty that is experienced in turning the latter about in a narrow road if matters get too warm. In fact, it is heard that more than one car has had the gasoline turned on and the match applied to prevent the car and its contents from falling into the hands of the enemy, whereas in the time available a sidecar outfit could be whisked 'round in less time than it takes to describe the operation. As the weather improves and decent roads become the rule, there will doubtless be a call for the sidecar gun combinations and the necessary crews.

Looking at the Motorcycle In England, Scotland and Ireland

A census of all the motor-propelled vehicles in England has been made, and the figures give the motorcycle a splendid showing in the country of Johnny Bull.

The census states that there are now 233,381 motorcycles in use in England, Scotland and Ireland. They are divided as follows:

England	204,365
Scotland	17,780
Ireland	11,236

In the county of London alone there are 33,360 machines in use, which is a gain of about 22 per cent over 1913. The county of Essex has 5,534 motorcycles, and Surrey figures well with 4,773. In every case there is a decided gain over the year before—roughly about 20 per cent increase in the use of the popular two-wheeled vehicle.

On the historic heaths of Ireland the motorcycle is not as numerous. Kilkenny county has 72 machines, while Tipperary, which is now the most famous of all, has a total of 177.

How Tire Prices Became Standardized

An Account of Tire Marketing by Seneca G. Lewis, General Manager, Pennsylvania Rubber Company

In the period of great prosperity for bicycles, and from 1893 on up to 1900, what now is known as specially branded bicycle tires were almost entirely unknown.

In those days, the leading manufacturers of bicycle tires advertised extensively certain brands and popularized them through the quality of the goods in their publicity campaigns. But unfortunately, with the market demanding a quantity of tires far in excess of the supply, there was little attention given to the matter of a selling plan. Tires were advertised at certain prices to the consumer and at a fixed schedule to the dealer, but no conscientious effort was made to maintain this schedule; and with three or four dealers in the same town handling the same identical make of tires, there was great temptation toward price cutting.

Cutting Prices on Tires

This temptation was not only manifest among the dealers, but among jobbers as well. It was nothing unusual to find from ten to fifteen jobbing concerns covering the same territory with one popular factory brand bicycle tire, and competitive conditions were such that the jobber was forced to content himself with a maximum of profit, on an average, of 10 per cent. Under these trying conditions, it was only natural for the jobber to look for relief and to endeavor to evolve a plan which would insure greater margins of profit.

As the manufacturer increased his facilities to meet the ever-growing demands of the bicycle business, the time finally came when the supply of bicycle tires was more than adequate to supply the demand. Then it was that jobbers, who had conceived the idea of securing tires under their own names, found no difficulty in having these tires manufactured to their specifications and under their own brand.

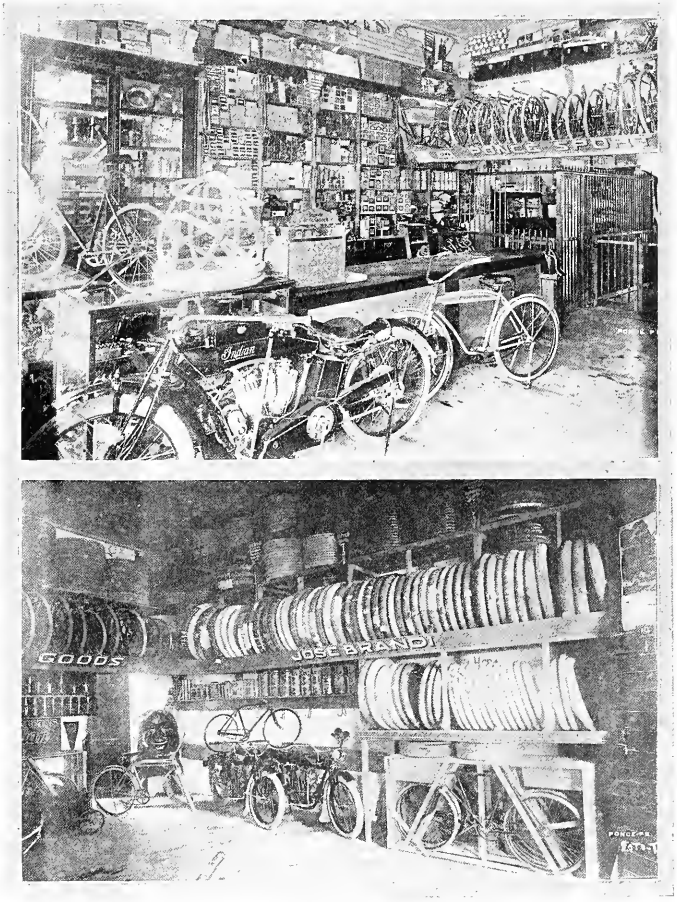
The jobber, covering his territory every thirty or sixty days, had, from the standpoint of distribution, a very decided advantage over the manufacturer whose representatives saw the trade at infrequent intervals; and even in 1900 the exclusive bicycle sundry jobber and the large hardware jobbing houses specializing on bicycles, had begun to influence the market, to a considerable extent, toward specially branded tires.

The jobber, in figuring his selling price to the dealer, made allowances for a liberal guarantee, and in turn demanded proportionate liberality on the part of the manufacturer; and, owing to the fact that the volume of business the jobber had to offer was of no inconsiderable magnitude, the manufacturers were, through competition, led to accept contracts for bicycle tires under special brand and under conditions largely dictated by the jobber.

Jobbers Controlled Tire Market

Under this new method, the jobber found himself in position to make a liberal percentage of profit on bicycle tires. His trade grew and developed to a point where he finally controlled the market on bicycle tires to such an extent that for the last decade the profits of the jobber on specially branded tires have increased wonderfully, for the reason that

A Well-Planned Store in Porto Rico



Store of Jose Brandi, Indian dealer, of Porto Rico

his brands have become as firmly established as were the old factory brands. His price has remained stationary, but the large orders he is in position to place and the fact that he is a free lance in the placing of those orders and in position to bring perhaps a dozen or more manufacturers into competition in an effort to secure his business, has enabled him to purchase to a little better advantage each succeeding year.

Profit Shaving Reduces the Quality

This plan of distributing specially branded tires has been followed not only by the jobber but also by other distributers who are in position to command a volume of trade; and the continued tendency toward a greater percentage of profit for the distributer and a closer margin for the manufacturer has forced the manufacturer, in taking this business, to a severe curtailment of quality without resultant reduction in price to the ultimate consumer.

Owing, therefore, to failure to receive proper service commensurate with the price paid and delays attendant upon securing proper adjustments on specially branded tires, the consumer was in a receptive mood for bicycle tires of known quality backed by the manufacturer's own guarantee.

The instant demand for Vacuum Cup bicycle tires, even at the comparatively high schedule of prices made necessary through the quality of the product, proved conclusively that the user of bicycle tires was no less anxious than the purchaser of automobile tires to know who was back of the product; and the Pennsylvania Rubber Co., to meet the demands of the trade, decided to launch, under factory brand, a complete line of tires representative in their respective classes.

Quality Tires at High Prices

It also was determined to place these tires on the market at prices that would insure the user his full money's worth and to evolve a selling plan which would preclude the possibility of undue competition and attendant inclination toward price cutting.

The Three Star line, therefore, is marketed strictly under territorial arrangements with both the jobber and the dealer. On the Pacific coast the Appeal Manufacturing Co., of Los Angeles and San Francisco, control an extensive territory. Likewise another territory in the west is handled by the Salt Lake Hardware Co., while the R. J. Leacock Sporting Goods Co., of St. Louis, are exclusive distributers for the state of Missouri.

These distributers place Three Star tires in the hands of representative dealers in all the cities and towns in their territory under arrangements which protect the dealer against undue competition, and insure their being able to distribute Three Star bicycle tires with a fair profit and at prices—quality considered—much below the market. The Pennsylvania Rubber Co. have other distributers in the United States, but are marketing the Three Star line largely in a direct manner through their branch organizations. This policy, which enables them to keep, either through their jobbing or branch distributers, direct communication with the retail distributers, eliminates the possibility of confusion in territorial arrangements and promotes harmony and just recompense for all handlers of these quality goods.

Three Star Tires in Demand

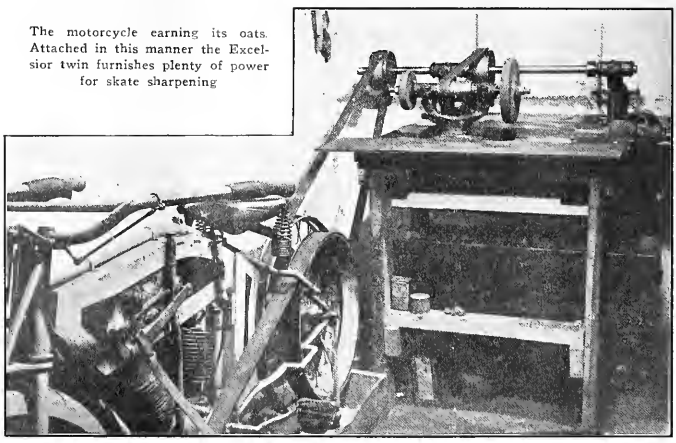
Judging by the success of the plan so far, it seems reasonable to say that what is today uppermost in the mind of the dealer is absolute protection. The dealer handling Three Star bicycle tires, is, under the Pennsylvania brand, as carefully protected as the distributer who has territorial arrangements for a certain make of automobile; and this plan—which is an innovation in so far as it applies to the distribution of bicycle tires—is doubtless, to a great extent, responsible for the fact that the Pennsylvania Rubber Co. had in hand on December 1 positive specifications and shipping dates for more bicycle tires than were marketed by the company under special brand throughout the whole season of 1914.

A Motorcycle Skate Sharpener

Motorcycles have been shown in these columns as "power plants" of every kind from a carrot chopper to a threshing machine, but never before have we reproduced a motorcycle skate sharpener.

This ingenious machine, in the illustration on this page, is placed on a stand, the rear tire has been removed and the belt runs from the rim to countershaft. The exhaust is carried outside the shed by means of an extra pipe. The engine does not heat up because it is only run for short periods on low throttle.

The machine furnishes plenty of power for skate sharpening and nets its owner, A. Y. Letts, of Hoboken, N. J., considerable profits during the winter months.



The motorcycle earning its oats. Attached in this manner the Excelsior twin furnishes plenty of power for skate sharpening

Flexible Lamp to Light Motorcycle

An adjustable lamp intended primarily for use as side lamp on a motorcar has recently been patented. The lamp can be used as readily on a motorcycle as on the four-wheel vehicle.

By a slight turn of a handle the rays of light may be thrown in any direction.

Because of the ease of their operation and the variety of angles at which they may be used, these lamps offer a wide range of service. They are supplied with a ball-and-socket mounting and a universal-joint connection, while a cam plate over the ball, engaging with the horizontal shaft, converts the regular rotary motion to an irregular one, turning the lamp down, sidewise, or straight ahead by a slight turn of the wrist.

The rider can thus throw illumination on either side of a dark road without dismounting or twisting his machine. Or if the lamp is mounted on one of the front bars it may be twisted down to light the engine.

Perhaps such a lamp would be most useful on a sidecar, adding pleasure and safety to night riding.

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TAKE ALL THE JAR OF THE ROAD

THIS crowning addition to the EMBLEM equipment, enables the occupant of the rear seat to ride all day in perfect comfort.

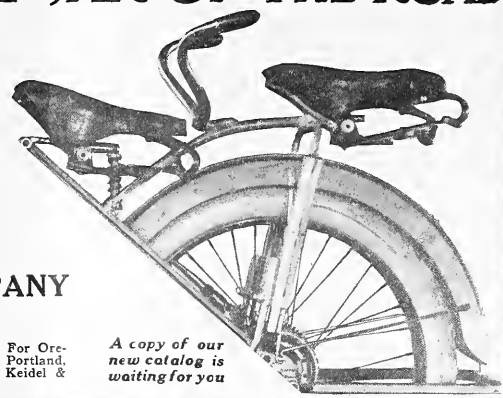
It eliminates road shock entirely and saves all the fatigue inseparable from riding on an ordinary Tandem seat.

The Spring Pillar supporting the rear saddle, absorbs every jolt and makes riding as easy as sitting in an arm chair.

A marvel of comfort and contentment.

Applicable to any make of motorcycle.

Don't fail to see it.



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QUALITY GUARANTEE

SEE that it is on the rims fitted to your Bicycles, and on those you buy for repair work.

Lobdell Rims have been, and still are, standard factory equipment by reason of their quality, and our ability, financially and otherwise, to serve the trade satisfactorily.

MADE IN ALL TYPES AND STYLES **ORDER FROM YOUR JOBBER**

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Factories: ONAWAY, MICHIGAN
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Stocks carried for jobbing trade at
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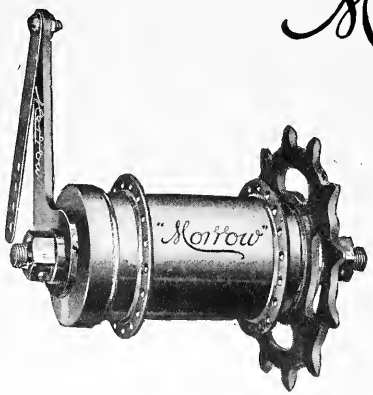
1801 SO. MICHIGAN AVE., CHICAGO, ILL.

Morrow



The Coaster Brake quality which this name connotes has a definite, demonstrable basis.

The most particular care is taken in the selection and heat treatment of the several steels that enter into the construction of the MORROW BRAKE. This grade of steel is suitable for certain parts requiring strength with toughness; that grade for certain parts subject to wear. Inspection of raw material, and inspections at every stage of manipulation, insure the maintenance of our standard. The most particular care is taken in the manufacture of the parts (by the limit gauge system), and in the testing of the assembled Brakes before shipment.

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Licensed Coaster Brake Manufacturers

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WE MANUFACTURE BOTH STYLES

Divided Adjustable Bars

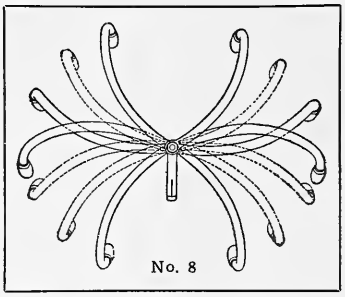
For High Grade Bicycles

Give You Any Position You May Desire and

Kelly One Piece Top Reversible Bars

Only Two Positions

For Cheaper Bicycles



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Two-Speed Gears for Indians and Excelsiors

INDIANS and Excelsiors, 1912 or 1913 models, can now be fitted with the patented Yale planetary two-speed gear without alterations or machine work. It brings them up to date and gives a wonderful increase in the all-round ability of the machine. Same transmission as used on the new Two-Speed Yale.

Have the Yale Dealer apply this transmission to your machine.

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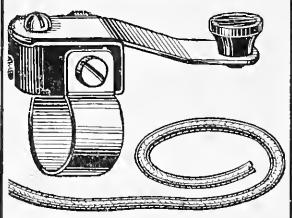
DID YOU NOTICE

Every racing motorcycle exhibited at the New York Show was fitted with a Magneto Cutout—Experienced drivers appreciate the smooth, instantaneous response of

"The Emergency Brake on the Handlebar"



The Simplex Magneto Cutout is the Most Satisfactory Ever Devised.

Our increased quantity production enables us to announce a reduction in price.

Simplex Magneto Cutouts will he supplied with 3½ ft. of high grade cable, complete, ready to attach to any machine, for 50c. Postpaid or from your dealer.

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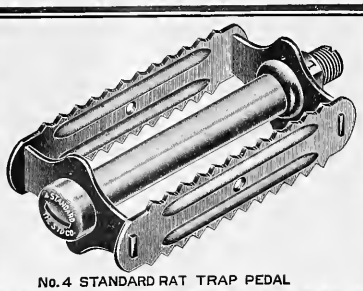
Manufacturers of High Grade Motorcycle Parts and Accessories



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THESE STRONG SUBSTANTIAL MOTORCYCLE TYPE PEDALS

have that sturdy look that comes only from correct design and first-class construction.

THE No. 4 STANDARD we claim to be the best rat-trap pedal extant. It stands for the utmost in security and appearance.

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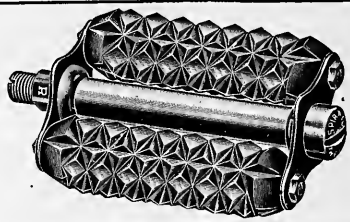

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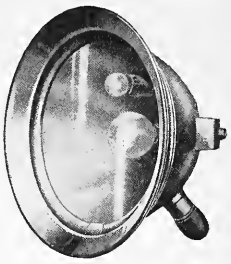

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SELL the one standard, time tested, absolutely reliable tire fluid, used by riders everywhere for healing punctures in bicycle tires. It's the one kind that gives positive satisfaction to all.

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No one ignition system is used on motorcycles as universally as Bosch Magneto.

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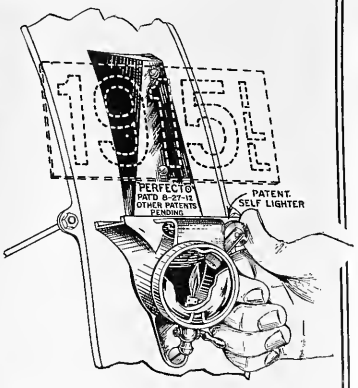
embody the latest and best lighting ideas

Not Affected by Any Vibration—Fits Flat Against the Mudguard

Self lighting and comply with all legal requirements.

Will never shake loose or rattle.

Absolutely guaranteed.



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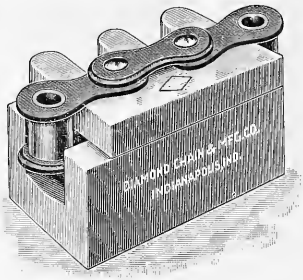

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Every dealer and rider should have one. List price 65c. each postpaid. Send coupon and the tool will be mailed promptly. Stamps accepted.

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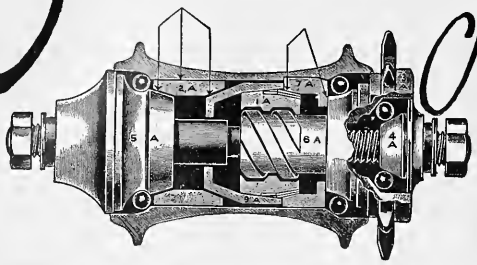
I enclose 65c for one Diamond No. 0 Repair Block.

Name .....

City..... State.....

Also mail me short sample of your No. 149 extra strong chain.

5 Points of Safety



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Riders want the best when it comes to a Coaster Brake. It means so much in a possible emergency.

Put an ATHERTON COASTER BRAKE on your wheel and feel absolutely secure!

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Stock Also Carried in New York at

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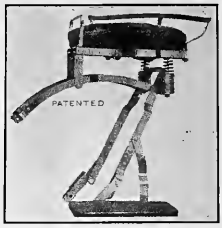
FN **MOTORCYCLE ACCESSORIES**

A SEAT WORTH WHILE for Your Motorcycle



Built on an exclusive design. Constructed to be of the greatest possible utility. The cut gives no adequate idea of the comfort; you have to see and try the seat yourself.

Let us send you our booklet describing the most interesting and useful accessories ever made for your motorcycle.

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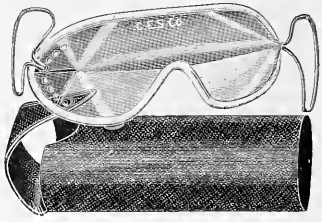
"DIMMER GOGGLES"—

For Day or Night Riding



A profit producer that will turn the dollars over faster than anything you've handled. Instantly popular with motorcyclists. They soften daylight to a restful tone and protect against the glare of headlights at night. Made in five colors and give an added joy to riding. Dealers: Get DIMMERS from your jobbers.

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A Quality Bicycle at a reasonable price

PIERCE CYCLE CO.

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Are the famous Hartford and Morgan & Wright brands greatly improved.

They are sold by reliable dealers everywhere.

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Motorcycle Clubs will be performing a distinct service to members by purchasing one of the new Wall Maps—a separate map for the territory covered by each volume. Price, $1. each.

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wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

Morse Twin Roller Chain

NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

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The biggest selling of all manufacturers' brands of bicycle tires.

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When assembled for touring, everything goes into a compact group only 11 in. long. The pump handle serves as a protector for your hose. In use, unscrew cap on end of pump cylinder and take out your tire repair articles. After repairing puncture or blowout, attach pump to socket connections (permanently mounted on your machine) insert handle and pump up tire. It's easy work done this way.

Wouldn't you like one of these outfits? Price, $2.50. Heavily nickel-plated. Very attractive.

Write your jobber for your sample.

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All the Facts on All Lighting Systems mailed you on request.

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Prompt and complete shipments

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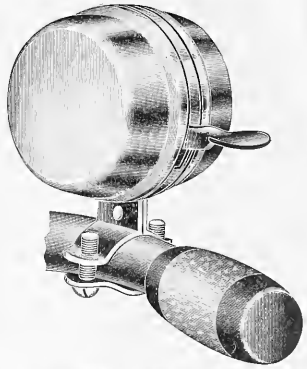

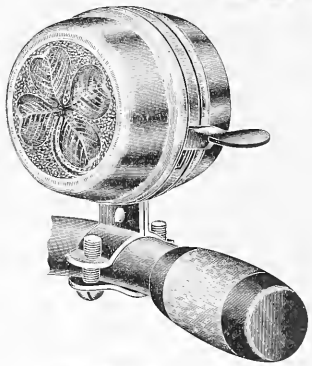

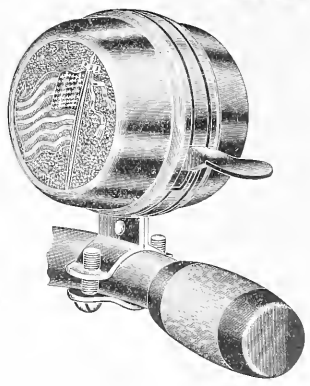

For Sale by Leading Jobbers Everywhere

BEVIN BROS. MFG. CO.
EAST HAMPTON, CONN.

Dealers' Directory

NEW YORK, N. Y.

AUDUBON MOTORCYCLE GARAGE,
4192 Broadway, near 178th St.
H. RAOUL.
Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
GAULOIS TIRES AGENCY.
Repairs Guaranteed. F. A. M. Shop.

DRISCOLL & JEANROY
DAYTON DISTRIBUTORS.
Full line of parts and accessories. Repairs guaranteed.
Open day and night for storage customers.
209 W. 126th St., near 7th Ave.

THE NEW YORK MOTORCYCLE CO.
1777 Broadway.
THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
Repairing—Storing.
Only "Motorcycle Salon" in City.

HARLEY-DAVIDSON SALES CO. OF NEW YORK.
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DISTRIBUTORS FOR
HARLEY-DAVIDSON MOTORCYCLES AND SIDE CARS.
A Complete Stock of Machines and Parts
Telephone, 5615 Morningside.

NEW YORK—CONTINUED

PLAZA MOTORCYCLE EXCHANGE
We Buy, Sell and Repair Motorcycles and Bicycles, Tires, Parts and Supplies.
Delivery from stock on Indian and Excelsior, cash or easy payments.
Queensboro Plaza, Long Island City, N. Y.

GUS ROTHOLZ
MOTORCYCLES.
Agent for EXCELSIOR, LIMITED and HENDERSON.
1491 Fifth Ave., Bet. 119th and 120th Sts.
Telephone, Harlem 2337.

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Brooklyn and Long Island Distributor for THOR MOTORCYCLE
Easy Payments.
Expert Repairer. Full Line of Parts.
1031 Bedford Avenue, Brooklyn.

AMOS SHIRLEY
Agent for INDIAN and EXCELSIOR MOTORCYCLES. A large supply of Parts of different makes kept in stock. Also agent for over 20 years for Columbia, Hartford and Fay Juvenile Bicycles. Easy Payments. Repairs and Accessories.
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Agents Wanted for our Special Brand of BICYCLE AND MOTORCYCLE TIRES.
Write for Proposition
Full line of Bicycle and Motorcycle Supplies.
85 Chambers St., New York City.
Telephone, 3624 Worth.

YALE MOTORCYCLE
STANDARD PARTS — ACCESSORIES
SPECIAL YALE EQUIPMENT
Mail orders filled day received.
LOUIS GOLDSMITH,
92-98 St. Nicholas Ave., New York, N. Y.

BEACON-ON-HUDSON, N. Y.

GEORGE SORENSEN
148 Main St., Beacon-on-Hudson, N. Y.
Tel. 164. (Formerly of Peekskill, N. Y.)
Motorcycles, Bicycles and Supplies.
An ideal holiday trip: Go to Beacon, leave your motorcycle at Sorensen's, take trolley to incline railway and visit Mount Beacon. Sixty-mile run from N. Y. City.

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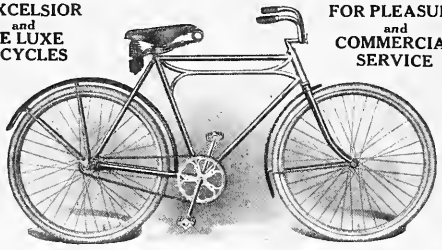
STANDARD CYCLE CO.
Jobbers in BICYCLES, MOTORCYCLE and BICYCLE SUPPLIES.
Repair Parts for all kinds of Bicycles.
185 3rd St., Milwaukee, Wis.
Long Distance Telephone, Grand 62.

EXCELSIOR CYCLE CO.

EXCELSIOR and DE LUXE BICYCLES

FOR PLEASURE and COMMERCIAL SERVICE



Our New Curvilinear Truss
Write for Catalog showing a full line of Standard Models
166 North Sangamon Street **Chicago**

Built to Highest Standards of Quality and Service

Firestone
CYCLE TIRES

Most and best rubber, specially treated. Fabric specially woven. Two styles tread, Non-Skid and Corrugated. Four Sizes—28x2½ and oversize 29x2¾, also 28x2¾ and 28x3. All Branches and Dealers. Write for Catalog.

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"America's Largest Exclusive Tire and Rim Makers"
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Branches and Dealers Everywhere

SCHRADER UNIVERSAL VALVE

(Trade Mark Registered April 30, 1895)

Simple and Absolutely Airtight

Manufactured by

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Established 1844

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For Sale—Wants—Exchange

A marketplace where Dealers and Riders may buy, sell or trade second-hand machines, parts and appliances and secure help or situations at a nominal cost.

10 cents per line (six words to the line); in capitals, 15 cents per line. Cash with order

WANTED—Salesmen calling on Bicycle Dealers, to sell our Pure Rubber Plugs, Patches, Tire Loading Solution and Cements. All of our products are exceptionallyHigh Grade. We can offer an attractive proposition. THE LOW RUBBER SPECIALTY CO., 108 South Broadway, Denver, Colo.

BARGAINS IN CAMERAS, all sizes. Films developed, all sizes, 5c. each. Post cards made from same, 2½c. each. Address, F. R. BLAIR, Herrickville, Pa.

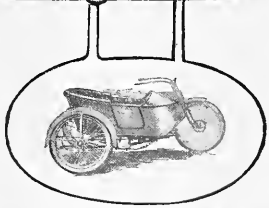
BROOKLYN and LONG ISLAND HEADQUARTERS 1915 HARLEY-DAVIDSON MOTORCYCLES. Immediate deliveries. Machines traded. Parts and supplies for all makes. Electric equipped machine shop for repairs. Write for catalog. "BOB" BRAZENOR, 1507 Bushwick Ave. and 1157 Bedford Ave., Brooklyn, N. Y.

WANT TO SELL your Motorcycle? Or buy one second hand? If you want to sell or buy anything used in connection with motorcycles or bicycles, you ought to use the "Want and For Sale" columns of THE BICYCLING WORLD AND MOTORCYCLE REVIEW. It costs 10 cents per line (6 words). A discount allowed on 6 or more insertions. Address, 239 W. 39th St., New York.

Make your wants known through the Bicycling World and Motorcycle Review's Want and For Sale Columns. They always bring satisfactory results.

Rogers

ROGERS MANUFACTURING COMPANY



Underslung spring suspension--wonderfully easy riding. Extra heavy tubing and drop forged fittings.

Real hair upholstery Mahogany trimmings.

Write

Most popular sidecar on the market.

Sturdy, safe, comfortable. Handsomely finished. New improvements for 1915.

Price, $75.00 complete. No extras.

ROGERS MFG. CO., Hearst Bldg., Chicago, Ill.
H. T. ROBERTS, Selling Agent

The 1915 R-S

The remarkably low prices of the R-S was the sensation of the Chicago Show. Compare them with all others and write for our selling proposition.

Model R-15—5 h. p. Single.....$185
Model R-15—5 h. p. Single with two-speed 210
Model T-15—10 h. p. Twin..... 225
Model T-15—10 h. p. Twin with two-speed 250

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ASK US

whenever you want information regarding anything manufactured by or for the cycling industry.

We are always glad to give dealers assistance in their buying and have on file all the latest catalogs of manufacturers and other available data.

Our mission is to promote the distribution and sale of everything pertaining to cycling. How can we help you?

The Bicycling World and Motorcycle Review (Founded 1877)
239 West 39th St. New York

CLEAR-O-U-T

Mechanical Operated Horn

No Batteries or Wiring Required

RETAILS AT
75 CENTS
Ask Your Jobber or Dealer

THE SEISS MFG. CO.
431 Dorr Street, TOLEDO, OHIO

FEDERAL MOTORCYCLE TIRES "EXTRA SERVICE"
Federal Rubber Manufacturing Co. - Milwaukee

Three-Speed Carries Three and Finishes Perfect

Every Harley-Davidson finished perfect in the 324-mile New Years Day run between San Francisco and Gilroy, California.

The four Harley-Davidsons carried nine passengers. Of the twenty-four machines in the contest (six makes) none other even attempted to carry a tandem passenger. Every Harley-Davidson had an extra passenger and Dudley Perkins' three-speed carried three contestants through to perfect scores.

Harley-Davidson Performance:

Tandem	Otto Walker	1000 Perfect
	Ollie Strobridge	1000 Perfect
Tandem	Earl Roylance	1000 Perfect
	A. Keipher	1000 Perfect
Side-Car	F. Karlslake	1000 Perfect
	N. C. Hopkins	1000 Perfect
Side-Car and Tandem	D. B. Perkins	1000 Perfect
	Louis Gray	1000 Perfect
	L. Corliss	1000 Perfect

At Portland, Oregon

Archie Rife, riding a 1915 three-speed Harley-Davidson twin, won a perfect score in the 375-mile New Years Day run of the Portland Motorcycle Club.

The 1915 Harley-Davidson three-speed twin has more than lived up to every claim we made for it.

Harley-Davidson Motor Company

Producers of High-Grade Motorcycles for Nearly Fourteen Years

Milwaukee, Wisconsin, U. S. A.

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Realization Better Than Anticipation

Welcomed With Immense Enthusiasm

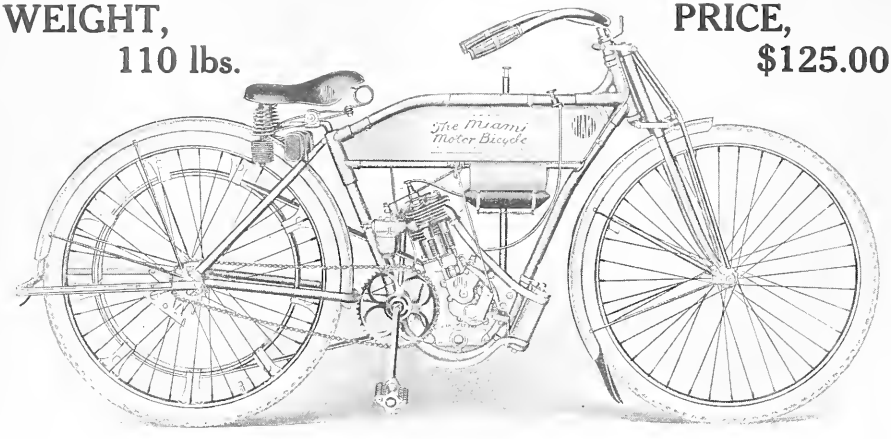
The Miami Motor Bicycle

SAFE - SILENT - CLEAN

"ONE HUNDRED MILES FOR TEN CENTS"

WEIGHT, 110 lbs.

PRICE, $125.00



Every One Stood Amazed and Satisfied

upon seeing the realization of his own ideals of a light weight, inexpensive motor-driven two-wheeler within the limits of every purse and filling a long felt want—***for business or pleasure without trouble or effort.***

DEALERS STOOD IN LINE

waiting to secure the agency and place their orders. Hundreds of agencies closed in person, thousands of agencies requests received by mail. ***Have you written for our agency proposition?***

The Miami Cycle & Mfg. Co.

400 Mobile Avenue **Middletown, Ohio**

NEW DEPARTURES
Boost the Sale of Bicycles

Your ambition is to sell more bicycles, the more you sell the more you increase your profits.

It is our ambition to help you boost the bicycle—To increase its sale and use through you—And why not? The bicycle is the safest, surest and most economical vehicle of all time—made so by the New Departure Coaster Brake—the brake that stopped the decline of bicycling, brought the bike back and is now the stand-by of the great majority of cyclists.

For 1915

The New Departure Coaster Brake is better than ever.

New Departure Hubs, Bells, Cyclometers are better than ever.

New Departure Selling Helps are of greater variety—have more pulling power—will be more widely distributed than ever before and are FREE to bicycle dealers everywhere.

The more you boost New Departures with us, the more bicycles you'll sell.

Specify New Departures

and call upon us for our New War posters—Signs—Folders—Window cards—Booklets—Poster Stamps—Joy Boys and Selling Plans.

Follow our leads for 1915 and win.

The New Departure Mfg. Co., Bristol, Conn., U.S.A.

The Bicycling World and Motorcycle Review

Founded 1877

38th Year | New York, January 26, 1915 | Ten cents a copy Two dollars a year

What One Rider Thinks of the 1915 Indian Three-Speed

"Indian Motocycle" Hendee Manufacturing Co Springfield Mass U.S.A.

THE following letter, which we print in part, was received on Jan. 12 by the Hendee Manufacturing Co.:

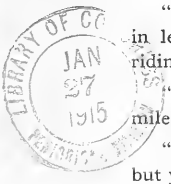
"I want to thank you for the prompt service in sending my 1915 Three-Speed motorcycle.

"I made a trip to New York (from Albany) with motorcycle and side car in less than 7 hours. (Half hour out for lunch makes 6½ hours actual riding time.)

"The Three-Speed pulled like a steam engine over the bad roads. Did 40 miles on 1 gallon of gas.

"I have ridden a 1914 Indian Two-Speed which was a great hill-climber but your Three-Speed has it stopped forty ways.

"The Three-Speed Indian I rode on this trip was the only motorcycle to make the journey. Two other fellows were going to make it on other motorcycles but they were afraid to start. I wanted to show them what an Indian could do and it certainly exceeded even my own expectations."



This letter was entirely unsolicited and the name of the writer will be furnished upon request.

TO THE DEALER—Rider enthusiasm is merchant prosperity
1915 Catalog Ready

HENDEE MANUFACTURING CO., Springfield, Mass.

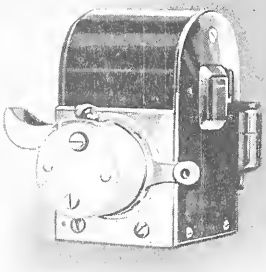
(Largest Motorcycle Manufacturers in the World)

BRANCHES AND SERVICE STATIONS

Chicago Dallas Kansas City Minneapolis San Francisco Atlanta Toronto Melbourne London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

Overland

Joins Hands With

Indian

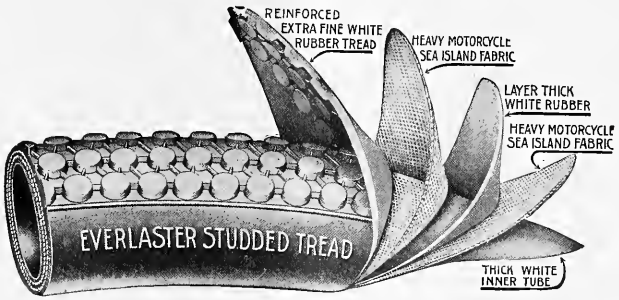
The largest automobile manufacturers endorse the action of the world's biggest motorcycle manufacturers in contracting for exclusive magneto equipment of

Dixie

SPLITDORF ELECTRICAL CO.

ATLANTA.....10-12 E. Harris St.	LOS ANGELES.....1215 S. Hope St
BOSTON.....1112 Boylston St.	MINNEAPOLIS.....34 S. 8th St
CHICAGO.....64-72 E. 14th St.	NEWARK.....290 Halsey St
CINCINNATI.....811 Race St	NEW YORK..... 18-20 W. 63rd St
DALLAS.....402 S. Ervay St.	PHILADELPHIA.....210-12 N. 12th St
DAYTON.....427 East 3rd St.	SAN FRANCISCO.....1028 Geary St.
DETROIT.....972 Woodward Ave.	SEATTLE.....1628 Broadway
KANSAS CITY.....1827 Grand Ave.	TORONTO.....969 Yonge St
LONDON	BUENOS AIRES

Factory: NEWARK, NEW JERSEY



Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

"Here's the kind of equipment to buy"

Says John Wise the Successful Motorcycle Dealer

"This is the equipment offer I make—because it gives the rider honest value and complete satisfaction.

"A Prest-O-Lite, an automatic reducing valve, a lamp and mechanical horn.

"Costs the rider about half the price of an electrical outfit, and is a better value, in every way. He gets the best lighting system there is—thoroughly practical, efficient and trouble proof. Needs no costly expert repairing, no expensive replacements.

"Prest-O-Lite stands up under spills, jolts and vibrations which would wreck any other system.

"Of all systems of brilliant lighting, Prest-O-Lite costs least to buy and least to operate.

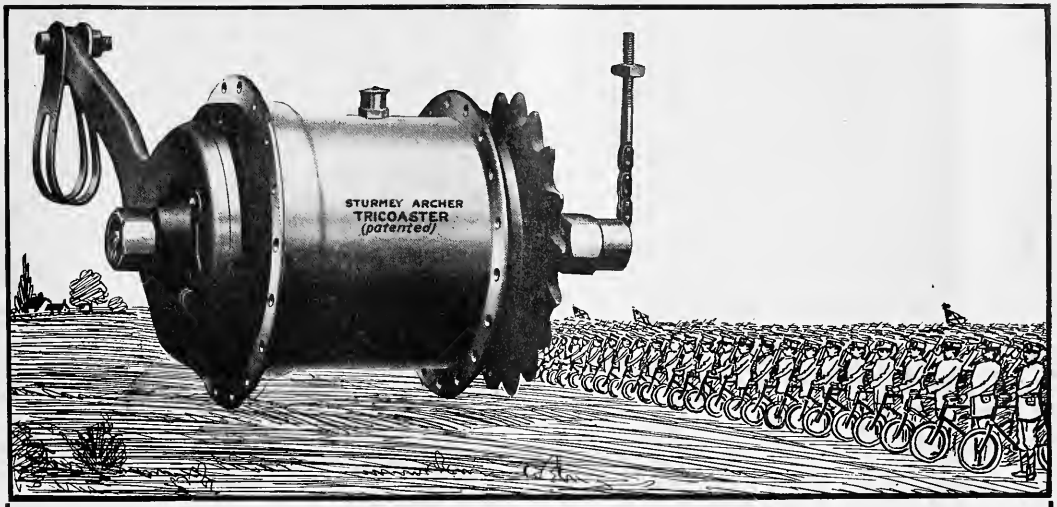
"With this offer the rider is free from all the annoyances and troubles of the 'generate your own current, get your lights free' outfits. I don't have to give free service—**on the Prest-O-Lite Combination,** because none is needed. Experienced riders know this.

"Investigate this equipment combination. Any dealer who has the interest of his customers at heart, will recommend it."

PREST-O-LITE

The Only Practical Lighting System for Motorcycles

For full details of a proposition that will interest every motorcycle dealer, write your name and address on the margin of this page—send it to the Prest-O-Lite Co., Inc., 245 Speedway, Indianapolis, Ind.



The Allied Armies of Europe Use Sturmey-Archer Equipped Bicycles

Governments Decide to Protect Bicycle Squads from Undue Exertion and Equip Throughout with 3-Speed Hubs.

Sturmey-Archer

3-Speed Coaster Hub

Factory Working Overtime

(SPECIAL—Nottingham, Eng. Date of publication).

Precedent and schedule have been thrown to the proverbial four winds at the Nottingham factory of the Sturmey-Archer Coaster Brake. Employees are working overtime in a mad rush to supply the required number of STURMEY - ARCHER 3-SPEED COASTER HUBS, demanded by the governments for the use of the Allied Armies of Europe.

Lightens The Burden

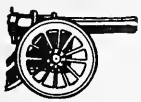
It has been ascertained that the bicycle squads—who have no opportunity to dodge holes as they drive their way through fields — maintain a higher standard of efficiency and conserve infinitely more strength for actual service, when their bicycles are equipped with this STURMEY-ARCHER labor-saving device.

Recommended In U. S.

It is recommended that in neutral countries this same device be used by business men and pleasure seekers, who have occasion to ride bicycles.

It Makes Cycling Easy and Enjoyable

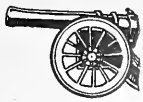
Used as regular equipment on **Columbia, Rambler, Tribune, Cleveland, Crescent, Monarch, Dayton, Excelsior and other standard bicycles.** Fits any chain-driven bicycle.

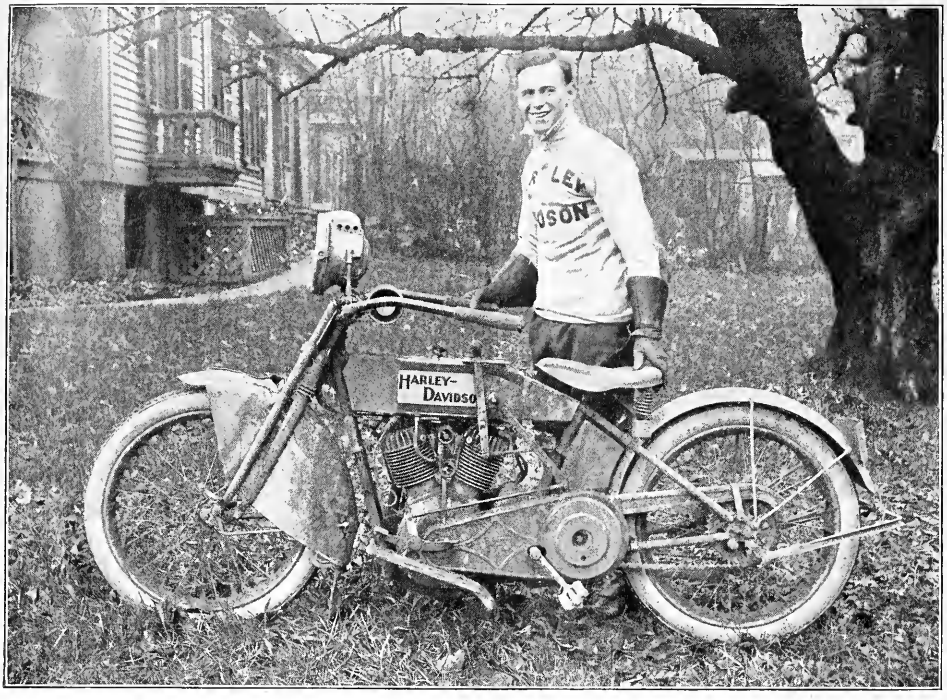


CYCLE MFG. & SUPPLY CO.

180 North Dearborn Street **Chicago**

Licensed Manufacturers Under U. S. and British Patents





Harley-Davidson 3-Speed Twin Defeats 28 Machines of 9 Other Makes in Portland Endurance Contest

Archie Rife's 1915 Harley-Davidson three-speed twin was the first machine to finish the Portland Endurance Contest, checking in at 5:31 P. M.—375 miles in 17 hours 31 minutes

More Harley-Davidsons finished than any other make. Of the 30 team entries, the Harley-Davidsons scored the highest total points.

Altogether 39 machines started.

8 Harley-Davidsons started - 4 finished—1 scored perfect.

23 of the 31 machines starting of other makes failed to finish the contest. In other words, of the 31 machines, representing 9 other makes, which started, but 8 finished, and only 3 of these perfect.

6 different makes, did not win a single perfect score.

4 makes did not even finish one machine.

Archie Rife's three-speed Harley-Davidson was not only the first machine to finish, but also made the fastest lap of the course, 25 miles in 38 minutes flat.

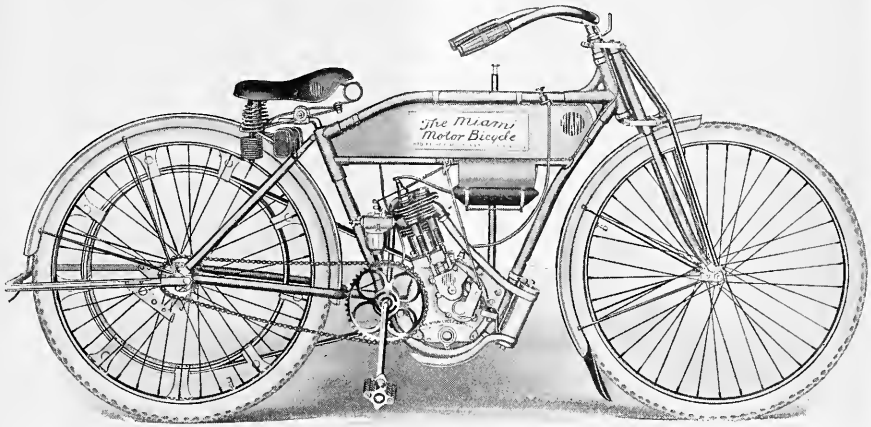
The 1915 Harley-Davidson three-speed twin is truly the "King of the Open Road"

Harley-Davidson Motor Company

Producers of High-Grade Motorcycles for Nearly Fourteen Years

Milwaukee, Wisconsin, U. S. A.

Please mention this publication when writing to advertisers



WEIGHT, 110 lbs. **PRICE, $125.00**

For Efficient Service With Economy
For Real Pleasure Without Effort
For Healthful Recreation Without Fatigue

The Miami Motor Bicycle

SAFE - SILENT - CLEAN

"ONE HUNDRED MILES FOR TEN CENTS"

Is the Ultimate Ideal of the Cycling World

Do you dealers realize the possibilities of this epoch making addition to your opportunities—are you one of the thousands—literally thousands of dealers—who have already made application for the agency of this machine—if not, it behooves you to get in line now. WE ARE NOT PEDDLING THE AGENCY AROUND.

The Miami Cycle & Mfg. Co.

400 Mobile Avenue **Middletown, Ohio**

CORBIN

Duplex Coaster Brake

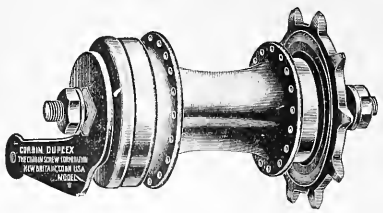
"Corbin Control Means Safety Assured"

So perfect in construction and design was the Corbin Duplex Coaster Brake when first introduced to bicyclists that up to this time its manufacturers have found no logical reason to alter it in the slightest.

That the Corbin Duplex Coaster Brake has always been and still is superior to all other coaster brakes on the market is evidenced by the number now in use.

For unlimited service, durability, smooth action, and convenience, specify the Corbin Duplex Coaster Brake.

Sold and equipped by dealers everywhere. Catalog on request. Write today.



THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

Makers of Corbin-Brown Speedometers and Automatic Screw Machine Parts

The Bicycling World and Motorcycle Review
Founded 1877

Vol. LXX New York, January 26, 1915 No. 19

The Week's News : : at a Glance : :

F. W. Spacke Dies After Long Illness

Motorcycle Fines to Pay for Roads and Other Improvements

Hendee Secures Important Freight Reduction for Sidecars

International Conference for America?

Detroit Dealers Agree on Time Selling Plan

Results of the C. R. C. of A. Century and Mileage Competitions

News of the Clubs

SPECIAL FEATURES

Adventures of John Prospect

A Glimpse of the European Battlefield

The Development of Motor Pace

State to Receive Violation Fines

Secretary of State Hugo, of New York, Announces That Fine Moneys Will Revert to State Treasurer

Secretary of State Hugo of New York has announced that all fine moneys collected for violations of local ordinances regulating the use of motor vehicles in cities of the first class should be turned over to the State Treasurer. The Secretary's announcement followed an opinion rendered by Attorney General Woodbury, who held in effect that all fines collected for violations of motor vehicle city ordinances, as well as those for violations of the state motor vehicle law, shall be paid into the state treasury and used for highway improvement and maintenance. The leading cities of the state have held contrary opinions, and Buffalo has flatly refused to pay over the money represented by local fines.

The corporation counsel of the city of Buffalo has contended that these moneys belong to the city, in view of a provision in the motor vehicle law which permits cities of the first class to regulate both the speed and the traffic movement of motor vehicles, a privilege denied to other localities. He conceded that penalities collected for violations of the state law, such as failure to obtain a license, etc., belonged to the state.

However, the state authorities now hold that while cities of the first class are unrestricted in their powers of preserving safety upon public highways within their precincts, and may determine the penalty to be imposed for violation thereof, nevertheless these fine moneys were intended to go to the central government for the maintenance and repair of highways, thus indirectly benefiting these communities with all other portions of the state.

The effect of this opinion will undoubtedly be that thousands of dollars collected from motorists convicted for violations of the traffic ordinances in New York, Buffalo and Rochester during the past four and a half years will revert to the state. In the city of Buffalo over $15,000 has been retained, while only $18,000 was collected last year by the treasurer throughout the state. In that period Massachusetts got $29,000.

Death Claims President Fred. W. Spacke

Late President of the F. W. Spacke Machine Co., Died on January 19th After a Long Illness

Fred W. Spacke, president of the F. W. Spacke Machine Co., of Indianapolis, Ind., died on the morning of January 19th, after a long illness. His death was caused by a complication of diseases which had beset him for the past year, though it was only within the past 30 days that the real seriousness of his condition became apparent. Mr. Spacke was unmarried and is survived by his mother, four brothers and a sister.

Fred W. Spacke, once president and active head of the F. W. Spacke Machine Co., auto parts and motor manufacturers, Indianapolis, Ind., was born in Cincinnati, O., on January 1st, 1872, coming to Indianapolis with his parents when a child.

Mr. Spacke was essentially a self-made man, as he received only a common school education, and was apprenticed when a lad to learn the machinists' trade at the Sinker Davis Co., Indianapolis.

In this work he showed rare ability and rapidly forged ahead till he became a foreman at the Sinker Davis plant.

Having a natural mechanical bent, Mr. Spacke took up the work of perfecting mechanical contrivances in the power line, his inventions including steam engine governors and variable speed pulleys.

To further develop his inventions he formed the Monarch Governor & Machine Co. and the Speed Changing Pulley Co., both of Indianapolis.

These two firms operated very successfully for a period of years, Mr. Spacke later selling his interests in them at a profitable figure.

Following this, Mr. Spacke took up different business interests in other lines, but having a liking for things mechanical and attracted by the growing possibilities of the then new automobile field, he started ten years ago the F. W. Spacke Machine Co., of which he was the head when he died.

This company under his skillful direction grew from a small machine shop to a large manufacturing plant.

Showing an Indian mounted police corps on parade

Hendee Secures Substantial Reduction in Freight Charges

Through the special efforts of the Hendee Mfg. Co., there has been secured from the official classification committee a reduction in the carload rating of motorcycle sidecars and delivery vans in official classification territory from 12,000 pounds first class to 10,000 pounds second class.

This is a very substantial reduction and means a great saving in freight charges to manufacturers and dealers.

The above territory covers all that section of the United States and Canada east of the Mississippi and Fort William, Ontario, and north of the Ohio and Potomac rivers.

Bretz Explains New Company

"The Bearings Company of American, which has just been announced by us," said J. S. Bretz, when asked what it meant, "is the logical successor of the J. S. Bretz Co., the Fichtel & Sachs Co. and the Star Ball Retainer Co., both of Lancaster, Pa. All three of the old companies were dissolved during 1914, the idea being to concentrate the entire manufacturing, warehousing, the shipping and service departments at Lancaster, Pa., and the entire sales department at 250 West 54th street, New York.

"No change has been made in the personnel of the general management of the business, the idea being to continue it under the same efficient direction as heretofore, in the sale, production and importation of F. & S. Annular Ball Bearings, Ball Thrust Bearings, Star Ball Retainers, German Steel Balls and Bowden Wire Mechanism."

Washington Needs More Money

Secretary of the State of Washington, I. M. Howell, has submitted to the present legislature a bill providing that all motorcycles be licensed at $2, except demonstrating machines, which will be licensed at $5. All money obtained in this manner, after deducting the cost of operation, would under the terms of the law, be paid into the permanent highway fund for the benefit of county road building.

Non-resident riders will be allowed to use motorcycle licenses issued in another state for 90 days without securing a Washington license. Machines must be equipped with exhaust mufflers. Racing on highways is forbidden except by permission of local authorities. Violation of any provision of the law is made a misdemeanor with minimum fine of $15, and the court is given authority to cancel or suspend the motorcycle license.

Rochester's License Plates Ready

The office of the city clerk of Rochester, N. Y., has been a busy place lately because of the fact that the new license plates for local motorcyclists have arrived. The plates have a red background, while the license numbers are stamped in white. Last year a total of 2,330 licenses were issued, that being the first year that motorcyclists were compelled to secure the number plates and pay the fee of $1.

International Conference in America?

T. W. Loughborough, secretary of the Federation Internationale Des Clubs Motorcyclistes and of the Auto Cycle Union of Great Britain, writes that there is a possibility of holding the annual International Competition and Conference in America in 1916. He also writes that his office is a recruiting depot for motorcyclists who joined the service of

the Allies in the war and that several hundred motorcyclists have been sent to the front through him. Most of these are used for scout and dispatch service. He states that the performances of these fellows have compelled admiration.

Incidently this has advertised the efficiency of the modern motorcycle on all sorts of road and in any weather and cannot but have a good effect on the industry both on the Continent and in the United States.

Fire Damages Canadian Firms

The premises of Ketchum & Co., Ottawa, Ont., representatives for the Hendee Mfg. Co., and the Canada Cycle & Motor Co., have been gutted by fire. The loss amounted to $100,000, it was announced, but this is fairly well covered by insurance. The stock of motorcycles and bicycles was comparatively light, although this firm was in the act of delivering a large quantity of machines to the Militia Department for war purposes. The fire will not affect the contract with the government, it is understood.

Twentieth Century Mfg. Co. Men Start Out to Their Territories

The Twentieth Century Mfg. Co.'s selling force have begun their 1915 campaign. J. E. Henderson started on a trip January 19th, covering the important cities in Pennsylvania, New Jersey and Maryland. Chas. F. Brooks also started on a trip January 18th covering the important cities in Maine, Massachusetts and Rhode Island.

Chicago Show September 20-25; May Be Separate New York Show

The Chicago Motorcycle Show of 1916 will be held in the Coliseum, September 20-25 next, and will be the national show of the industry. It is possible that the motorcycle trade will not exhibit with the automobile makers in New York next year but may hold an independent show.

DuComb Receives Promotion

W. C. DuComb, Jr., who has been active for several seasons in the sale of Schafer ball-bearings for Barthel & Daly, of New York city, the American representatives, has been appointed sales manager and engineer of the latter firm.

Iowa Dealer Adds Hendersons

C. C. Williams' sporting goods store, of Ft. Madison, Ia., have added a motorcycle department to their establishment and will sell the Henderson in Lee county for this year. They expect to put an expert in charge

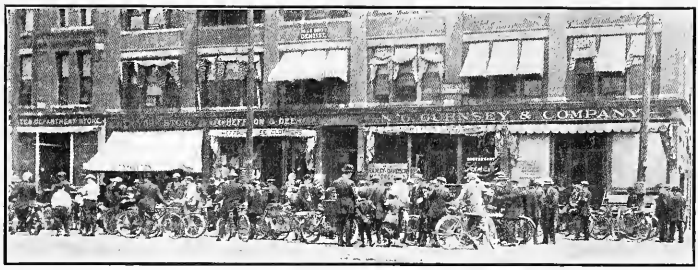
DETROIT DEALERS DECIDE TO LOWER FIRST PAYMENT

Will Ask for One-third of List Price on All Time Sales—To Get More Newspaper Publicity

The Detroit Motorcycle Dealers Association held a meeting at the Griswold Hotel last week, at which it was decided to inaugurate a new system of selling on contract. For a number of seasons the dealers who are members of the association, which includes all but one of the principal dealers, have required $100 down on all machines, no matter what the price. This has worked a hardship on the buyers of the cheaper machines, who were the least able to afford to pay $100. To enable buyers to make first payments in proportion to the value of their purchases, it was decided to make the first payments one-third of the list price and to add $10 to the list price on all long time sales. The limit of time on any sale is to be 10 months. It is believed that this selling plan will work out very well. A man who pays one-third cash may get the cash price by paying the balance in 30 days; a man who pays half cash may settle in 60 days and a man who pays two-thirds cash may settle at the cash price in 90 days.

The matter of conducting race meetings this season was brought up, but after a little discussion was postponed to the next meeting, which will be held next Tuesday. It was voted to meet every week during January and February in order to keep close watch on the conditions of the business and act in unison on all important phases of it.

It is probable that several race meetings will be held on the State Fair mile track and that other functions will be attempted for the purpose of newspaper publicity for motorcycling.



What's the matter? Oh, just preparing for a club run

What They Thought of the Miami Mystery at the Show

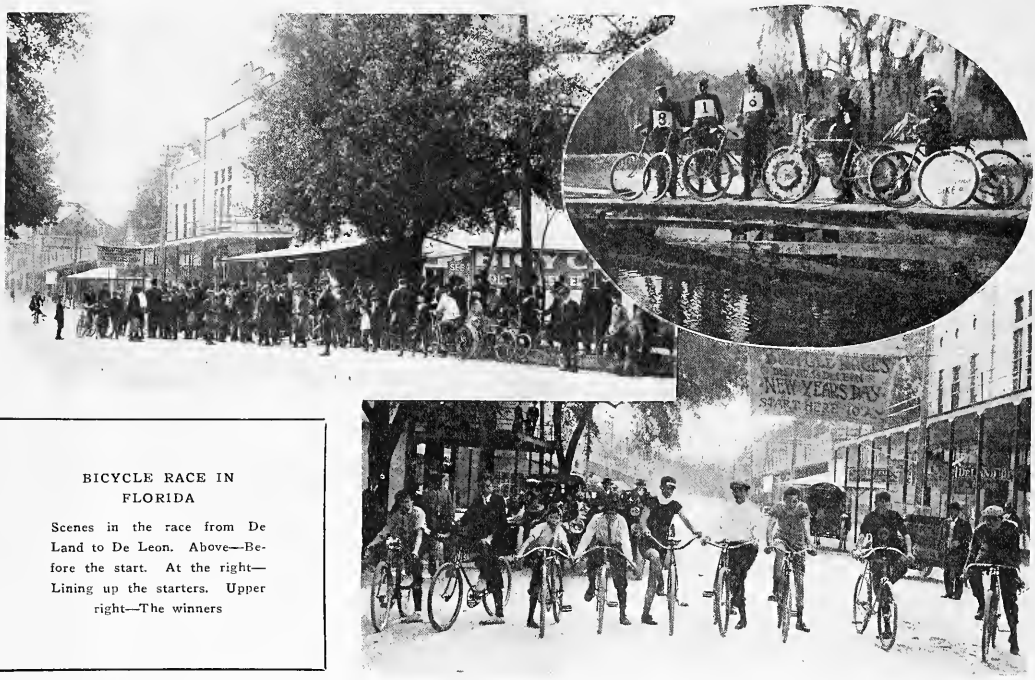
During the course of the recent New York show a great many prominent associates of the cycling trade viewed with no little interest the Miami Motor bicycle. A group composed of A. B. Coffman, Harry Jacobs, W. D. Callender and F. V. Clark, was gathered around our sales manager, J. W. Ash, on Monday night of the show week, and Ash naturally was anxious to hear some authoritative expressions of opinion regarding the mystery of the Miami. He said: "Well, boys, what's the verdict?" and in the chorus of replies to this question, Mr. Coffman was heard to say, "That's exactly my idea for the masses. You can ride that home and keep it in the hall." Harry Jacobs replied characteristically, "That is certainly a cracker-jack little proposition," while Mr. Callender remarked, "That is a great move in the right direction," and Mr. Clark came fourth with the following epigram: "The mystery of the Sphinx has proved to be a miracle for the masses." A minute or so afterwards Mr. Biddle, of the Eclipse Machine Co., stepped up and said: "Well, Jim, that's just what I've been preaching for three years," and he was seconded by Mr. Shoemaker with "It's a practical machine, and it certainly will revolutionize the industry."

Mr. C. A. Van Doren, New England branch manager of the Miami Cycle & Mfg. Co., won the prize by taking the first contract for the Miami Motor Bicycle for his Atlantic City store, and John Pflieger, who handles the Flying Merkel motorcycle in Brooklyn and Long Island, remarked that it looked good to him and he felt confident it would be a great seller.

Norfolk Firm to Sell Indians

Gregory Bros. & Anderson is the style of the new firm just organized in Nor-

No Snow to Keep These Florida Fellows Off the Road



BICYCLE RACE IN FLORIDA

Scenes in the race from De Land to De Leon. Above—Before the start. At the right—Lining up the starters. Upper right—The winners

folk, Va., to handle the Indian motorcycle in that city and district. Salesrooms have been opened at 118 West City Hall avenue and promotion work will be conducted in assigned territory composed of the following seven counties: Princess Anne, Norfolk, Nansemond, Isle of Wight, Elizabeth City, Warwick and York.

The company is composed of three well-known racing men, Mark and Albert Gregory and J. Boyd Anderson, all of whom were prominent in the Indian camp at the recent Savannah Grand Prize race.

By reason of their long and successful careers on Southern tracks the entire personnel of the company are very popular in and around their home city. This experience, together with their sales training in Indian agencies, equips them with the essential qualifications for success in their new venture.

Minneapolis Chief Visits the Wigwam

F. L. Hunt, manager of the Minneapolis Indian branch, came East for the New York show. It was his first visit to the factory since the opening of the Northwestern branch. Mr. Hunt was very enthusiastic over the outlook in his territory the coming year. Before returning he arranged to secure part of the New York Indian exhibit for the Minneapolis show, opening January 30th, in Kenwood Armory.

Schenectady Dealer Practises What He Is Always Preaching

One motorcycle dealer who follows his own teachings is James A. McQueen, of Schenectady, N. Y. McQueen says that he rides his two-wheeler practically 365 days in the year. And what's more, "Mrs. Mac." and their two children are strong advocates of the motorcycle. On Christmas day the McQueens made a 44-mile sidecar trip into the country, much of the distance being through deep snow. And they all enjoyed every minute of the outing.

Four Shops Register With F. A. M.

Orland, Ind., has entered the ranks of nationally registered repair-shops, with the Motorcycle Inn, proprietor, Bruce J. Rathbun. Its number is 1115.

In Jackson, Miss., the Motorcycle Inn, Parkins and King proprietors, has been registered and received number 1116 from the national organization.

In Hazleton, Penn., the repair-shop of Henry Platt, 121 East Broad street, has been registered. It has been given number 1117.

The repair-shop of A. C. Ferguson in Terre Haute, Ind., has received number 1118 from the F. A. M. It is located at 412-414 Ohio street.

INDIAN NEW YORK SHOW EXHIBIT TRAVELS ELSEWHERE

The New York show exhibit of Indian motorcycles now is being displayed by dealers at the prominent local shows which are following in the wake of the big exposition. Motorcyclists who were unable to attend the New York show will therefore have an opportunity to inspect the latest feature of the 1915 models in their home towns in the near future.

"Lots of Business," Says the Indian

Very good business was booked by the Hendee Mfg. Co. at the recent New York show. The dealer attendance was unexpectedly large and their enthusiasm and optimism over the coming season's business was surprisingly unanimous.

Indian dealers are not waiting for spring to start selling.

Wilmington Repair-Shop Reissue

In Wilmington, Del., the repair-shop at 903 King street, the Delaware Cycle Co., has again been registered in the national organization. C. B. Schnepfe, the proprietor, has been granted reissue 865.

Newspaper Advertising Should Stimulate

It Is Not Sufficient to Point Out Mechanical Features; But to Indicate the Pleasures and Comfort of Riding

the Desire to Become a Motorcycle Owner

It isn't too early for dealers to begin turning their attention to devising ways and means of launching a strong sales campaign in the spring. Of course, it is taken for granted that the dealer is working all the time to get new prospects interested in what he has to sell, but a great—and perhaps the greatest part—of his sale stimulating ammunition will be used when roads are in better riding condition and the weather lures motorcyclists to the highways.

With the live dealer, advertising—especially newspaper advertising—will be one of the methods of turning the attention of the people within his territory to the desirability of owning a power-driven machine.

Some Common Faults

Just how can be use the space he buys in a newspaper most effectively?

Perhaps the best way of tackling this question is to point out common faults in the kind of advertising often resorted to by dealers in daily papers. What's the matter with an ad which reads like this:

JOHN SMITH
Agent for the Invincible Motorcycle
65 Main Street, Cycleville, Cal.

It tells the readers of the paper in which Smith advertises that he sells a certain make of motorcycle and that he can be found at the address given. But—and here's the important thing to bear in mind—does this ad make the reader feel as though he really wanted a motorcycle? Such advertising cannot be expected to secure any results. So if this is the kind of copy you have been writing, don't put the blame for its inefficiency on advertising as a business method of obtaining results.

A large number of dealers are skilled mechanics, or at least have a fairly good knowledge of mechanics. This leads them to believe that in advertising it is well to make a logical statement of the superior mechanical qualities possessed by the machines they sell. Therefore, they sit down and write the kind of advertising copy which, though all right in a technical journal, is all wrong in a newspaper, which is, of course, read by people in all walks of life.

Let's consider briefly why it is wrong. In the first place, the majority of the newspaper readers, whom you want so much to get interested, know little or nothing about mechanics, so that all your talk about your motorcycle having this feature or that feature is not sufficient. An advertisement of this sort is surely better than the John Smith ad, but it isn't sufficiently far reaching. Mechanical men will know what you're driving at, but the rest won't. It is important for you to try to make everybody understand, not alone mechanical men and experienced riders.

Now suppose you do succeed in making the mechanical man grasp the fact that your machine has certain highly desirable features, does that really make him want a motorcycle? Does the statement that your machine has a particular method of transmission, a certain kind of carbureter or magneto, make a fellow feel like diving down into his jeans to bring up a roll of bills and buy a motorcycle? To produce that effect requires more than an exposition of the excellent stuff in your machine.

Some people think that you can make a man want or do something just by appealing to his reason. It doesn't work out that way. For instance, the thief knows that he should not steal, and yet he goes ahead and steals. Last night you were expected to go to a committee meeting. You had no other engagement and you knew that it was really your duty to go. Your reasoning told you to go, but you didn't do it.

What to Put in Copy

So you see that though your advertising copy may show the best mechanical reasons in the world for a man's purchasing the machine you handle, still you haven't convinced him that he ought really to buy one.

You ask: "Well, how in the world should I write my advertisements so that many people who read it will feel that they would like to have a motorcycle?"

To write the kind of ads that will produce results—that have a force which will impel men to buy—show why it is desirable for a man to own a motorcycle. Emphasize the pleasure and recreation which a power-driven machine affords. Tell of the club runs and what the fellows think of the enjoyment they get out of a motorcycle. Show how inexpensive its maintenance really is. Bring before them the fact that with a sidecar the entire family can partake of the enjoyment. Tell how easily a machine can be handled.

Use pictures, and lots of them. Produce in the minds of the readers of your advertisements pictures of good country roads which they can ride over without any effort on their part; a scene showing a crowd of fellows with their lady friends enjoying refreshments in some quiet spot.

Stimulate Desire to Possess

Advertising of that sort will stimulate the desire to own a motorcycle. Everybody will be able to appreciate the good sport which they can have with the power-driven machine. This sort of advertising can't be done all in one issue, but as a sort of serial story it will not cost as much as it is worth and actually will not be expensive in many country papers.

Part of the space in such an advertisement should be devoted to telling why you consider the line of motorcycles you handle as superior to others. Speak of good mechanical features, for there will be readers who can understand you and it may stimulate inquiry on the part of others. But this must be secondary to that part of the advertisement dealing with motorcycle pleasures, for that really creates demand by stimulating interest and desire.

In all your advertisements talk motorcycle first and then talk your particular make of machine.

A Correction

It was recently incorrectly stated that the Schickel "Resto" Bike Motor, the price of which was reduced to $70, included a bicycle. It doesn't.

Looking at Colorado's Beautiful Vistas Through the Royal Gorge

Remarkable and picturesque road built through Royal Gorge of Arkansas river for 2 miles—every foot of it blasted!

Colorado's New Highways Are Rushed to Completion

To capitalize the state's magnificent scenery the Highway Commission of Colorado with the enthusiastic cooperation of counties, good roads' associations and commercial clubs, is giving its chief attention at present to the construction of scenic highways over its mountains and through its canons. Work is being rushed in anticipation of the tide of tourist travel which will pass through the state this year to and from the Exposition at San Francisco.

Though the building of these mountain roads is a stupendous undertaking, splendid results have been achieved, and with the use of convict labor at surprisingly low cost. The grades are so gradual and the surface so hard and smooth in most instances that bicyclists and motorcyclists are finding the mountain wheeling easy and much to their liking.

One of the most remarkable of the state scenic highways is the road that has recently been built through the bottom of the famous Royal Gorge of the Arkansas river for two miles west from Canon City. The bed of the highway has been blasted for every foot of the distance out of solid granite. The rock walls of the Gorge tower directly above the road for 2,000 to 3,000 feet on one side, on the other tumbles and rages the Arkansas river in its sunless depths. The cliffs rise so abruptly and so vertically from the river in some places that it was found impossible to blast a road bed from the side of them, and as the only alternative tunnels were put through. Three of these tunnels follow closely one after the other on one part of the highway. As the tunnel road connects at Canon City with the Santa Fe Trail and Rainbow Route, the transcontinental highway across Colorado, it is fast becoming a very popular side trip for motorcyclists and cyclists on their two-wheeled vehicles.

Fresno Firemen Exchange Horses for Harley-Davidsons

Fresno, Cal., leads in the use of motorcycles for fire fighting purposes. Ben Bresee, Harley-Davidson dealer in that city, placed the first motorcycle in the Fire Department in 1909. The first machine was used by John Wintermute, chief of the department, who preferred it to the horse which he had formerly used with a two-seated buggy for responding to alarms. Three months later Assistant Chief Thomas Baird also displaced his horse and buggy with a Harley-Davidson motorcycle so that he could sleep at home. He has a fire alarm in his bedroom and "runs in" on all first alarms. Chief Wintermute responds to all second alarms. That was the beginning of the utilization of motorcycles by the Fresno Fire Department.

That the motorcycle now has a fixed standing in the Fresno Fire Department is shown by these examples.

The men now using the gray machines are numerous in the department. They are: Wm. Williams, driver of the truck; Peter Garner, driver of Engine No. 3; Carl Englant, lieutenant of Engine No. 3; R. E. McNickle, captain of Engine No. 1; Von Sabopian, pipeman of Engine No. 3; O. J. Nomart, sec. ass't fire chief; John J. Wintermute, chief of the department; Henry Pabst, captain of Engine No. 3; Wm. H. Harris, engineer of Engine No. 1; W. A. Washburn, lieutenant of Engine No. 1; Roy Lacy, engineer of Engine No. 3; R. J. Kirkendall, hoseman of Engine No. 5; C. A. Snow, hoseman of Engine No. 2; W. J. Spekker, pipeman of Engine No. 4.

Baker to Pathfind San Diego Race

E. G. Baker left Indianapolis, Ind., recently for Chicago, from where he will go to Phoenix, Ariz. From Phoenix the Indianapolis motorcycle rider will make a 5-000-mile motorcycle trip up and down the coast and in addition take part in several road and long track races. He has been asked by John Hohl, Arizona F. A. M. commissioner and a former Indianapolis man, to pathfind the big El Paso to San Diego motorcycle race, which will be run some time in February. Baker will go over perhaps half of this route. The route is about 1,000 miles long and the race will take several days. The tentative plan is to ride from El Paso through Deming, N. M., Lordsburg, Douglas, and stop at Bisbee, in the same state, the first night. The distance is about 293 miles. The second day's run will be Tombstone, Fairbanks, Tucson, Florence, Chandler, Macy, Tempe and to Phoenix, 244 miles, where the riders will have their machines locked up and will rest one day. The third day's ride will be Buckeye, Aguas, Caliente, Dome, Yuma, 220 miles. The fourth day will be Ogilby, Holtville, El Centro, Coyote Wells and into San Diego, about 188 miles. The finish will be at the San Diego exposition.

Baker's ride up and down the coast will take him as far south as San Diego and as far north as Portland, Ore. He will return to Indianapolis shortly.

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NEW YORK, JANUARY 26, 1915

THE F. A. M. MEANS DOLLARS TO YOU

Each of us has his own interests to look after. We're all trying to make good—trying to make money—and at the same time give value received in merchandise and service.

And, on purely selfish grounds (for it means dollars in your pocket) it is to the interest of every motorcycle dealer to be a member of the Federation of American Motorcyclists—and induce every rider of his acquaintance to join it too.

If you're already a member, and are making members of your riders, it won't hurt you to read again why the F. A. M. means money to you.

And if you DON'T belong—just listen:

The F. A. M. sanctions, governs and controls competitive events in motorcycling. If there were no organization to do this, motorcycle racing would soon be disorganized and in ill repute. It would give a black eye to ALL motorcycling. The F. A. M. protects you and keeps motorcycle competition CLEAN.

The F. A. M. encourages and urges its members to be law-abiding, thoughtful and considerate of the rights of others. It is helping to produce a better type of rider and is thus removing from the public mind the prejudice that has existed against motorcycles.

The F. A. M. fosters and encourages the formation of motorcycle clubs, which add to the pleasures of motorcycling and thus tend to keep a rider interested in motorcycling.

The F. A. M. promotes and facilitates touring, and maintains a Touring Bureau, which will give route and road information to its members.

The F. A. M. through its Legal Action Committee, guards motorcyclists against the enactment of laws that are against their interests. It also provides for the employment of local attorneys who give free advice to riders, and take their cases upon very reasonable terms.

Now is the best time in the world for you to join the F. A. M. and induce every rider in your vicinity to join, also. You can see where it means money in your pocket.

Get busy right now—before Spring opens up with its rush of new business. You want the F. A. M. to keep on doing its good work—you want it to keep on earning and winning the confidence of the great public in motorcycling—you want it to keep on making it easier for you to make sales! Then join—and make others join! It will cost you a little old two-dollar bill to join. Thereafter, it will cost you one dollar a year. Send your two-dollar bill to G. B. Gibson, Secretary, Westboro, Mass., and then get busy with your riders.

LECTURES TO POPULARIZE MOTORCYCLE

Perhaps no question has caused so much concern to the manufacturer and the dealer as the best means of increasing the popularity of the motorcycle. The F. A. M. has worked hard in that direction, and through its well organized efforts has been able to create a healthy interest in motorcycles. The National Motorcycle Dealers' Information Bureau has been instrumental in arousing the enthusiasm of dealers and showing them methods of popularizing the motorcycle. But much still remains to be accomplished.

A most favorable way of bringing the motorcycle before the public and one which has met with success in several important instances is to have a competent lecturer travel throughout the country and give illustrated talks to audiences composed of people who really have money to invest in the power-driven machine.

Such an audience can be shown that many of the popular misconceptions concerning the motorcycle, as the danger of riding it, the high cost of maintenance, the necessity of mechanical knowledge, lack of comfort and pleasure in riding, etc., are absolutely wrong. On the other hand, the good sport which can be had is capable of being vividly pictured to an audience by means of stereopticon views or moving pictures such as the ingenuity of the expert lecturer can well devise.

A group of people who attend a good motorcycle lecture can be turned into enthusiastic converts to the power-driven machine.

Keystone Motorcycle Club Takes the Pageant Honors

The Keystone Motorcycle Club of Harrisburg, Pa., carried away almost all of the honors at the annual Harrisburg Mummers' parade on New Year's day. The Keystone Club won first prize for the most elaborate display. It also had the largest representation, having 90 men in line, including the band which led their division. One of the "big" features of the parade was Sam Froelich, a heavyweight motorcyclist, weighing 297 pounds. On each side of him appeared Samuel Wolfenberger and Luther Wolfenberger, each weighing just 84 pounds.

The Keystone Club is one of the most active motorcycle organizations in the country. It has a membership of 142 and occupies a beautiful clubhouse in the residential section of the city.

Wheeling to Have Club Reunion

If plans of the local motorcycle club do not miscarry, Wheeling, W. Va., will be the scene of one of the greatest reunions of motorcycle riders ever held in that vicinity, during the coming summer. The reunion that is being planned by J. Landon Bier, president of the local club, will include all clubs in Ohio, Pennsylvania and West Virginia, and will take in about 150 clubs with a membership of more than one thousand riders.

Already the plan has progressed to such an extent that Bier is preparing letters, that will be sent to the different clubs, asking them to take part in the event. It is his object in promoting this reunion on such a large scale to increase interest in motorcycling and to promote the interest of the riders and dealers in the two-wheelers.

In connection with the reunion, Bier is planning to hold a number of race meets, hill climbs, endurance runs and other feature events during the time in which the visiting riders are in the town. This event will probably be held some time during the latter part of August or the first of September.

Appleton to Hold 3-Day Celebration

The Appleton Motorcycle Club is making plans for a three-day celebration, which is to be held on July 3, 4 and 5 next in this city. The celebration will include a series of race meets, occupying two of the three days, two events being scheduled for each day. The events will be one 10-mile free-for-all, and one 65-mile free-for-all, strictly stock mounts of 30½ cubic inches capacity being eligible.

Prizes for the 10-mile events have not been decided upon, but for the two 65-mile races, the first prizes will be $300 each, with $150 for each of the second prizes. The club has undertaken to raise the necessary money before February 1 and has the major part of it already.

Looking Forward
COMING EVENTS

January 30-February 6, Minneapolis, Minn.—Motorcycle Show at the National Guard Armory in connection with automobile show.

February 21-22, Savannah, Ga.—Endurance run under auspices of the Savannah Motorcycle Club from Savannah to Augusta, Ga., and return.

February 26, Milwaukee, Wis.—Exhibition of motorcycles, bicycles and accessories at Juneau Hall, Milwaukee Auditorium.

March 10, Buffalo, N. Y.—Regular meeting of the Motorcycle Manufacturers' Association in the Lafayette Hotel at 10 A. M.

Battle Creek Riders Organize

A goodly number of the motorcyclists of Battle Creek, Mich., met at the Excelsior agency last Monday and organized the Battle Creek Motorcycle Club. The objects of the club are to promote motorcycling generally in Battle Creek and to hold race meets and road races. The new club will affiliate with the F. A. M.

At the Monday meeting the constitution and by-laws were adopted and the following officers were elected: President, Carl H. Gillis; vice-president, A. D. Rush; secretary, C. H. Babcock; treasurer, Leo Crowell; captain, Bert Ed; wards; first lieutenant, Ray Clark; second lieutenant, Scott Griffin; board of directors, the officers and F. W. Oxley and Eric Spencer.

New Officers for Savannah Club

Because of members dropping out and others leaving town, it was found necessary to make several changes in the standing committees of the Savannah Motorcycle Club in that Georgia city. The following will serve until the annual meeting in June:

Entertainment—Arthur Robinson, H. C. Gold and J. L. Cavey.

Finance—R. W. Boyd, J. F. Dillon and Martin Schroder.

Competition and Tours—J. S. Cafiero, J. S. Balmer, C. B. Morgan, R. R. Oakman and George Cleary.

Legislative—O. A. Meyer, Martin Schroder and Edgar Morrison.

Membership—George Porter, J. F. Dillon and J. M. Hooker.

Board of Governors—George Porter, O. A. Meyer and Martin Schroder.

Wilmington Club Chooses Officers

The Wilmington Motorcycle Club, of Wilmington, Del., at its regular meeting held on the 8th inst., selected these men to act as officers for the ensuing year: President, E. F. Burkins; vice-president, John Mullin; secretary, W. R. Jacobs; treasurer, C. B. Schnepfe. These men were appointed by President Burkins to fill the following offices: Captain, H. P. Jones; promoter of races, Wm. P. Wilson; first lieutenant, J. Vaughn Dean; second lieutenant, W. R. Jacobs, and third lieutenant, Chas. Heyward. All of these men have established records in administration that promises a bright year for the Wilmington club.

Chicago Club Elects

At a meeting of the Chicago Touring Club, of Chicago, Ill., an election of officers was held with the following results: President, F. M. Rider; vice-president, H. B. Johnson; secretary, O. W. Schadt; treasurer, O. A. Adamson; captain, J. V. Vidlak; road lieutenant, A. T. Kopsa, and sergeant-at-arms, R. A. Habeck. The office of the secretary is at 2618 Magnolia avenue, Chicago.

Diehl Heads New Cincinnati Club

A motorcycle club was recently formed in Cincinnati, O., with a membership of 22, to be known as the Queen City Motorcycle Club. The club is planning to affiliate with the F. A. M. The officers are: Clifford Diehl, chairman; Ben Ficker, vice-chairman; Henry Weidener, treasurer; Arthur Wehrman, secretary.

Black Hills Men Hold Election

Out at Lead, So. Dak., the Black Hills Motorcycle Club gathered on the 5th inst. and chose for their leaders: President, P. D. Schoenberger; vice-president, Arthur Eckern; secretary, Wm. Jordan; treasurer, C. W. Applegarth; trustees, Wm. Oates and C. R. Stallsmith.

Portland Plans Motorcycle Tour

Encouraged by the success last week of its second annual endurance run, the Portland Motorcycle Club in the Oregon city of that name will hold an all-Northwestern motorcycle tour to California and return, late i nthe spring.

W. J. Locke, winner of century contest

W. J. Locke Heads C. R. C. of A. Century Riders

L. A. Fraysee Best in the Ranks of Mileage Hunters

With a credit of 19 centuries, four more than his nearest competitor, W. J. Lock, of New York city, heads the list of the century contestants of the Century Road Club of America for the year 1914. A. L. Everett, of Ridgefield Park, N. J., is second, with 15, and F. I. Perreault, Malden, Mass., third. Perreault has seven of the 100-mile marks to his string.

Only three double centuries were ridden by the bicycle enthusiasts, one each by Lock, J. G. Schmidt, a fellow townsman of Everett, and William Muller, of New York city. The total of single centuries is 78 for the year.

In the mileage competition L. A. Fraysee, New York city, tops the list with a total of 7,769 miles, his nearest competitor being H. H. Hintze, also of New York, who rode 6,572 miles, while third place is taken by Lock with a credit of 4,732 miles. In all, 33 of the 1,000-mile bars will be distributed as follows: L. A. Fraysee (7), H. H. Hintze (6), W. J. Lock (4), W. T. C. Yorke, Philadelphia, Pa. (4), Chas. Kudrle, N. Y. C. (2), A. L. Everett (2), E. E. Fraysee, West Hoboken, N. J. (2), J. H. Eisenberg, Brooklyn, N. Y. (2), C. B. Walker, Brooklyn, N. Y. (1), F. I. Perreault (1), J. Schmidt (1), Miles House, Terre Haute, Ind. (1).

As a result of the competition, Lock and Everett will receive the two medals offered to the first and second century competitors, respectively, and L. A. Fraysee will receive the only medal offered for mileage.

The score in detail as tabulated by Noble O. Tarbell, chairman of the Roads Record Committee, is as follows for the first 17 competitors, and the first 18 mileage riders:

CENTURY COMPETITION FOR 1914

		Number of Centuries	Double Centuries
1	W. J. Lock, New York City	19	1
2	A. L. Everett, Ridgefield Park, N. Y.	15	..
3	F. I. Perreault, Malden, Mass.	7	..
4	J. G. Schmidt, Ridgefield Park, N. J.	6	1
5	J. H. Eisenberg, Brooklyn, N. Y.	4	..
*	Chas. Kudrle, New York City	4	..
6	Wm. Gold, New York City	3	..
*	H. H. Hintze, New York City	3	..
*	L. A. Fraysee, New York City	3	..
7	Wm. Muller, New York City	2	1
*	Jos. Zabelicky, New York City	2	..
*	H. C. Sommer, Jr., Woodhaven, L. I.	2	..
*	Teddy Heiseg, New York City	2	..
*	W. T. C. Yorke, Philadelphia, Pa.	2	..
*	E. E. Fraysee, West Hoboken, N. J.	2	..
8	H. B. Hall, Whitestone, L. I.	1	..
*	C. B. Walker, Brooklyn, N. Y.	1	..
	Total	78	3

MILEAGE COMPETITION FOR 1914

		No. Miles	No. 1000-Mile Bars
1	L. A. Fraysee, New York City	7769	7
2	H. H. Hintze, New York City	6572	6
3	W. J. Lock, New York City	4723	4
4	W. T. C. Yorke, Philadelphia, Pa.	4451	4
5	Chas. Kudrle, New York City	2264	2
6	A. L. Everett, Ridgefield Park, N. J.	2229	2
7	E. E. Fraysee, West Hoboken, N. J.	2098	2
8	J. H. Eisenberg, Brooklyn, N. Y.	2050	2
9	C. B. Walker, Brooklyn, N. Y.	1650	1
10	F. I. Perreault, Malden, Mass.	1531	1
11	J. G. Schmidt, Ridgefield Park, N. J.	1360	1
12	Miles House, Terre Haute, Ind.	1066	1
13	C. E. Nylander, New York City	903	..
14	W. M. Gold, New York City	305	..
15	Emil Trunk, Brooklyn, N. Y.	232	..
16	Noble O. Tarbell, Lake Geneva, Wis.	213	..
17	H. B. Hall, Whitestone, L. I.	194	..
18	T. W. Davis, Peoria, Ill.	148	..
	Total	39767	33

Successful and Noteworthy Season for Acme Wheelmen

At the annual meeting of the Acme Wheelmen of New York, held last week, Captain Eugene Suykerbuyk submitted his report, showing the activities of the club members during the past year. Harry Kaiser, the club's new honorary president, who deserted the amateur ranks at the last six-day cycle race at Madison Square Garden, won the national amateur championship last year. He won the de Bruyn trophy, finished sixth in the six-day race at Madison Square Garden and second in the six-day race at Newark. Fred Woisin made a new national record of 23:40 for 10 miles in road competition and won the Kaiser trophy. He also finished second in tht individual road competition with 19 points and took three first time prizes. The club championship was won by Erwin H. Spillane, with Joe Crawley second and George Schaab third. Erwin Spillane won the Edward Spillane trophy and also the Sunday morning club series, with Fred Fesselmeyer finishing second and John Biavaschi third. Harry Lilienthal won the Acme Club trophy and the Frank Van Aken prize; the Harry Lilienthal prize, and the novice prize were awarded to John Biavaschi, Fred Woisin and Frank Messner, respectively.

The Acme Club team won the Kelsey trophy, donated by R. F. Kelsey, chairman of the Board of Control of the National Cycling Association, at Brighton Beach Motordrome, in which nearly all the clubs in Greater New York competed. Acme's score was 88 points, while the nearest competitor had 80. The club easily won the road championship of the

Metropolitan district, with a score of 73 points, while the second club had only 40 points. The annual club relay race and the tandem race were won by the Bronx Division, and although the Acme club was unable to hold the Interclub title which they won in 1913, the year recently completed was one of the most successful in the club's history. Already Frank Van Aken and Fred Woisin

Verri and Egg, from Italy and Switzerland

have started to organize a team for this year, and they expect to better the record made by the club during last year and during the racing of the previous years.

Kaiser Becomes Honorary President

At a meeting held last week by the Acme Wheelmen of New York, the following officers were elected: Honorary president, Harry Kaiser; president, John De Bruyn; vice-president, William Schaab; secretary-treasurer, E. O. Spillane; track captain, Fred Woisin; road captain, Frank Van Aken; first lieutenant, Fred Fesselmeyer; second lieutenant, Frank Small; sergeant-at-arms, Joseph Schaffer.

Six Day Races Popular

The Cycling Sport Growing in Favor and Importance—Foreign Stars

Is bicycle racing coming back? Are the good old days of Eddie Bald, the late Tom Cooper, Earl Kaiser and Johnny Zimmerman to be revived?

Bicycling racing is not dead by a long shot; instead, the sport is gradually reviving all over the country.

For instance, bicycle racing at Newark, N. J., is the most popular of outdoor sports. There the events draw tens of thousands. Baseball, our national game, isn't in it for a minute with bicycling racing at Newark.

Boston has a big track. Last season the Beantown track scored a tremendous success. And the recent six-day

Percy Lawrence, a six-day Californian

race at Boston was a thriller, attracting big crowds.

Chicago, once a Mecca for riders of the silent two-wheelers, has fallen into line again. Next season the Windy City will have a velodrome, which will be built in the spring, that will stand its owners upwards of $40,000.

Salt Lake City is a good bicycling town right now. They have a big track there. Floyd McFarland says that big tracks, costing in the neighborhood of $40,000 each, will be built this spring at Philadelphia, Milwaukee and Detroit.

There is a movement afoot among local bicycle dealers to promote an

Alf Grenda, imported from Tasmania

eighth of a mile track on the outskirts of Buffalo next spring. If the track is built, and indications are that it will be in operation on Decoration Day, the plant will be devoted to bicycle races, with the motorcycles barred. The plan of the Buffalo dealers calls for a track similar to the one at Newark, the sport confined to Buffalo amateurs, with occasional matches between the leading professionals, who roost at Newark in the summer.

Buffalo's six-day race, from a sportsman's viewpoint, was a huge success. Considering the hard times and the absence of quarters and half dollars in the poor man's pocket, the attendance was good; the last night's crowd was beyond expectations, indicating that Buffalonians have not lost interest in the bicycle game, which is good sport, clean and worth seeing.

If another six-day race is held in Buffalo, it is safe to predict that the Auditorium would not accommodate the crowd on the final night of the grind. The new system of deciding six-day races, namely, a sprint every 15 laps during the last hour, produces more thrilling sport than the average man dreams could be jammed into a bicycle contest. The riders had the spectators cheering continuously during the final hour and the race itself warranted the cheers and enthusiasm.

Parent, Dupuy, Seres, who came to this country from France for the big race

A Word About the Men Who Are to Head the C. R. C. A. for 1915

Newly Elected Officials in the Well-known Organization Have Honorable Record

In a recent issue of this paper the announcement of the new officials chosen by the C. R. C. A. was made.

Details concerning the men who are to head this large and growing organization are of interest to cycle riders whether they belong to the C. R. C. A. or not.

The men elected have long and honorable records in the field of bicycling and other sport which it is not possible to print in full in this article.

For the president, E. Lee Ferguson, whose connection with the Sport and Century Road Club since its incorporation in 1899 has been one string of honors, has been elected to serve his second term. Previous to his presidency Ferguson was vice-president for two years and secretary for seven years. He is much respected by the members of the organization and is looked upon as its hardest worker.

Daniel M. Adee, who has been returned as the first vice-president, is known as the "Grand Old Man" of cycling. He has held the vice-presidency for four years, previous to which he was for seven years the president of the association. Too much cannot be said for the good work done by him as a devotee to cycling and as an officer of his club.

The one change in the board took place in the selection of A. R. Jacobson for second vice-president in the place of Paul Thomas. The change was made for the purpose of having Thomas act separately in the capacity of chairman of the National Advisory Board. Jacobson is one of the veterans of the game, whose riding was done mostly during the years from 1899 to 1902 and made various flat floor records as well as competition records on the road. In the year 1912 he again became connected with the association, after having dropped out of the sport for ten years, and was elected as centurion of the New York Division for 1914 and as second vice-president for the coming year. His services as official to the road races of the past season are well known and in his new capacity should make a name for himself and his club.

As financial secretary Ralph W. Zarr will need no introduction, this being his fourth term in this capacity, and his services as such are so greatly in demand that one might say that he could retain his position forever and anon. Zarr has been chairman of various committees in the association events, which generally turned out successful and aside of the fact that he is "chasing mileage" this year has quite a reputation as a speed merchant.

Sylvain Segal as recording secretary is also serving his fourth term by this election and it is just as possible that a change would not be looked upon favorably by him. In the seven years of his membership Segal has held at various times all the positions in the New York Division from captain to centurion and is at present the "Custodian of the Exchequer," being similarly occupied durin gpart of the year 1913. His riding has carried him into many states in the East and he has also won many gold medals in various competitions promoted by his club.

John M. Mitchell has long been known as a cyclist of no mean caliber, making his specialty riding in the New England states both for pleasure and business, and was rewarded for his excellent record as a member by being elected treasurer for 1914 and again for 1915. Mitchell began riding back in 1895 with his brother on a tandem and afterward took up trick riding, making the "loop-the-loop" and "loop-the-gap" his specialties.

In the New York Division, as in the other state divisions, it is found necessary to have a new set of officers each year, as only the most active in the sport can make headway sufficient to keep the association at the top of the line, which position it assumed years ago and which remains the same today.

George Biergel, who will occupy the chair vacated by A. K. Jacobson, is the only member who was awarded a gold medal for services rendered. This was but a short time ago. During 1913 he was treasurer and had to drop this for business reasons and resumed his duties this year in the handling of various committees and in different ways has since his connection with the association in 1909 become one of the best known men connected with the sport. It was through his efforts various trophies now in the hands of the New York Division and its members were won.

The rest of the list of officers of the division is as follows: Secretary, R. W. Zarr; treasurer, S. Segal; captain, Geo. Steppello; lieutenant and in charge of the division racing team, Isidore Taub; board of directors, Berthold Baker, B. H. Boyes, A. R. Jacobson, I. Taub, H. W. Zarr.

The new centurion of the New Jersey Division, D. W. Moore, is not new to the ranks, having been a cyclist of great repute before joining the Pastime Athletic Club and later becoming its captain. Moore has a great task before him, as a complete reorganization of the division has been ordered by the National Board, and his experience as the organizer of the New Jersey Division will now stand him in good stead. His assistants are as follows: Secretary, John Carey; treasurer, George Hohman; captain, Charles F. Hansen.

The Board of Directors consists of George E. Kaetz, John J. Daley, James Flanagan, William C. Marsh, Thos. Flanagan, Albert Mumby. These are all experienced men and under their leadership great progress is expected during the active season.

Shake Hands With Your Business And Become Acquainted With It

In the first place, a proper business system will show you just what you are doing with every penny you receive. Knowing where the shoals and reefs and rocks are located, enables the ship's navigator to avoid them. Knowing just what you do with every penny of income and outgo will enable you to avoid those lines of expense that experience has taught you are unnecessary or that can be cut down. And as 90 per cent of the money you take in is paid out, this idea of regulating the outgo, and knowing exactly where it goes, is mighty important, writes M. Thornton in the American Blacksmith.

And knowing just where that 90 per cent is going will enable you to direct more of it into channels that will bring more of it back. This means more business. And if you can both cut down expenses and increase business, your profits will surely be greater in 1915.

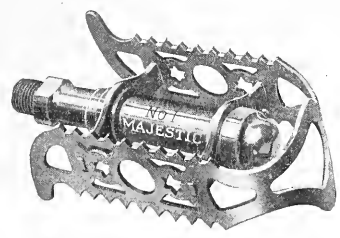
So, if you haven't an efficient business system—a practical system of accounting—install it for the sake of more profits for 1915. Try it a year; you'll be so amply repaid for what you now think will be time and trouble, that you'll never again consider doing business without a knowledge of income and outgo.

New Majestic Pedals

For Bicycles and Motorcycles Announced

The Majestic Mfg. Co., of Worcester, Mass., announced a new line of pedals which, according to Messrs. Jones, Benoit and Bailey, recently in New York, as being well received.

The different models of the new Majestic pedals are already entering the market in large quantities, the first of these being of the rat-trap type, as shown in the accompanying illustration, and which model will be known as the Majestic No. 1. The rat-trap pedals in the Majestic line will be numbered from 1 upward, and the rubber pedals from No. 20 upward, no names or devices other than plain numbers being used to designate the different styles. This Majestic No. 1 consists of an harmonious and beautiful design, every line of which is said to be geometrically and mechanically correct. The side plates are of a triple cold-rolled steel, allowing the buffing of the plate to give a lustre such as has not been seen before in a commercial product. The Majestic company claim that the pressed steel ball cups heretofore used in pedals have been unsatisfactory, inasmuch as they are very light in weight. The ball cups in the new Majestic pedals are all turned from bar steel, allowing wider shoulders and perfectly true alignment, these contributing to both ease of running and long life. The cross-bars are unusually heavy



Rat-trap type pedal—Majestic No. 1

and strong and despite its graceful lines the pedal is thoroughly rugged and substantial.

The Majestic No. 20, shown in the illustration, the first of their series of rubber pedals for motorcycle or motor-bicycle use, also contains a number of improvements, conspicuous among which is the dust-cap, which is held on by two nuts, rather than the usual method of its being screwed into place. This dust-cap is claimed to be practically indestructable. Another feature of this pedal is found in the spring lock washers used in under all the nuts, this being a washer specially adapted to this work and which

Motorcycle pedal—Majestic No. 20

is also produced in Worcester. The axles, cones, cups and pins are all turned from bar steel and all wearing parts are thoroughly case hardened. The pedal pins are stamped "L" and "R" 'to designate right and left.

INVENTS VARIATION OF MILLER TRIPLEX SIDESEAT

A variation of the Miller Triplex Sideseat has been conceived by a western inventor who has fashioned for the motorcycle a double auto seat, making room for two riders. Many of the advantages of the Miller seat are claimed for this simple contrivance, which looks very comfortable.

The seat is hung lower than the ordinary seats on a two-wheeled machine, and it is claimed the weight is more economically distributed on the frame than in the old arrangement. Six coil springs in the seat, in addition to the ordinary cushioned frame, make the motorcycle as easy riding as a four-wheeled car. Women can ride without wearing divided skirts.

Information on Brazing Metals

To braze metals, by which is meant to join them by a film of brass, requires a red heat, and borax is generally used. Borax is employed as a flux to protect the metal from oxidation and to dissolve the oxides which are formed. Heating must be done by means of a blow pipe, torch, gas forge, coke or charcoal furnace, and cannot be done by means of a soldering iron.

Work should be carefully cleaned before it is assembled for brazing. Then the parts are fastened together, generally by pinning, but sometimes wire bolts or clamps are used. Where possible the pieces should be fastened in such a way that the work can be turned over during the process of brazing without changing the relations of the parts.

Friction Band Brake for Bicycle Use

Among the bicycle accessories announced for the new year is a brake which provides a strong gripping surface that will stop a wheel, but not lock it. The device consists of a friction band which extends around the circumference of a revolving drum within a housing on the rear axle. By back pedaling, this band is contracted with the pressure exerted upon it. The brake is in reality a miniature of the band brake which has been used on motorcycles, but is new in its present application.

New Spark Plug Easy To Clean

The Bobra Spark Plug Co., Dayton, O., is introducing the Bobra spark plug, which differs from conventional practice in that the porcelain is not only removable, but carries both electrodes. As may be noted by the accompanying illustration, the porcelain is displaced from the shell without the aid of a wrench or other tool.

This arrangement makes it a simple matter to clean the plug, as well as to adjust the spark gap. One of the desirable qualities of the Bobra is that it provides ready means for priming a cylinder not fitted with petcocks. A ball is utilized to retain the insulator in position. The Bobra is made in three sizes, S. A., E., standard and metric.

New offset pliers, made by the H. D. Smith & Co., Plantsville, Conn.

To Avoid Burring of Bolts

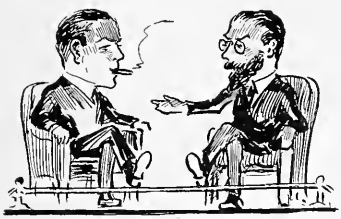
Bolts are often spoiled by carelessness in driving them out from parts in which they are located. If they do not start readily a hammer is usually employed to effect their removal, with the result that the ends of the threads are frequently burred over. If a babbitt or brass hammer is not available, a stick of hard wood or vulcanized fiber should be placed between the hammer and the bolt to prevent injury to the threads

Relating the Adventures of John Prospect

Wherein Prospect and Doctor Wise Discuss the Merits and Demerits of Their Favorite Mount—Black Marks Upon the Good Record of the Motorcycle and How These Are Being Removed

The fourteenth of a series of articles in which are told the experiences of John Prospect in quest of a power-driven two-wheeler

During the last weeks of January a cold snap kept Prospect indoors and touring was postponed until Boreas chose to chase himself away to the polar regions or wherever he goes when spring appears.



Prospect and Dr. Wise beguiled the evening

Prospect and Dr. Wise beguiled the cold evenings by sitting around the fire and discussing the fascinating mysteries of carbureter, timing, ratios, or fuel consumption, as well as the relative merits of the two- and four-cycle engine, or the various systems of lubrication.

"I wonder why it is," Prospect observed, "that the motorcycle is not more popular with the great mass of people when it is such a cheap means of travel and can give such satisfaction and enjoyment for the expenditure of so little money."

Dr. Wise puffed at his cigar thoughtfully before he answered.

"You forget that motorcycles are not yet known widely. They are, comparatively speaking, a new product. You will find machines on the road today that were bought when the industry was in its infancy still giving good service and satisfaction to their owners. You don't find many automobiles that give good service now, after five or six years' use."

Prospect nodded.

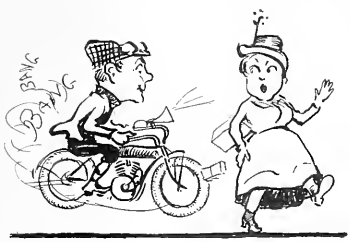
The Motorcycle Is the Safest Vehicle

"That's quite true. But how do you account for the fact that so many people think the motorcycle is very dangerous to life and limb when statistics show that a motorcycle is the safest vehicle—safer to ride than a horse, and productive of less accidents than a horse and carriage?"

"Less people think that today than ever before. Experienced business men are buying motorcycles of the best makes and fully equipped for their sons to ride. Those same men half a dozen years ago would have bought a dozen rigs rather than a machine they thought so dangerous. But the fact is, people in general can't understand a thing until they see it for themselves. Like small puppies they have to have their noses rubbed into a matter before they can get it straight. Ask any perfectly intelligent woman why she thinks a motorcycle is dangerous, and all the answer you will get is—'Because it is!' She has never ridden one, has seen few enough; she doesn't understand how they work, but is perfectly certain that they are dangerous, and all for no better reason than that the machines of some years ago were noisy and riders in those days were apt to go pretty fast because they found it more comfortable than to go slow and because they had not learned well the 'Safety-first' rule which makes motor traffic so safe today. That woman would not think of buying such a machine for her son, nor would she let him buy one—for no reason at all."

Women Are Scared of Them—But Men?

"That's all very well as far as women are concerned," Prospect agreed. "They

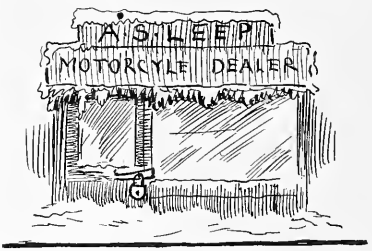


Women think them dangerous

are scared of machinery more or less anyhow. But 50 per cent of men today who are not owners of power-driven two-wheelers think they are noisy and that their vibration is terrible. How do you account for that?"

The doctor was not at a loss for an answer.

"They think that motorcycles are noisy because some riders still persist in pull-



The den of the hibernating dealer

ing their cut-outs on the road. When a single rider does this he attracts more attention than twenty who keep their mufflers on out of regard for the comfort of other people. So the noisy rider does more harm in that way than twenty careful riders can remedy. As to the vibration jinx, that's old stuff. Anybody who has ridden a modern motorcycle knows that the vibration is cut down to a minimum where the rider is careful. The modern cushion spring saddle and spring frame has given the world a vehicle thrice as comfortable to ride as the old-time bicycle, which tens of thousands of people rode and enjoyed to their heart's content.

"I know," agreed Prospect. "But how are you going to get these facts before the public?"

"By education."

"What do you mean by education? How can you get to men who are not interested in motorcycles because they think them dangerous or uncomfortable?"

Educate People to Understand Them

The doctor smiled and shook his head.

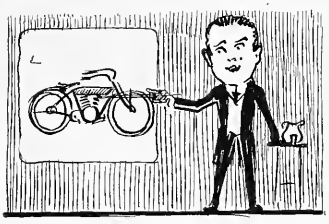
"How do you educate anybody? What I would like to see the motorcycle industry do is to come out of the corner where it has been for so long and show itself in its true light. While the industry was young and its riders were numbered by the hundreds instead of

the thousands, as now, there was some excuse for not putting itself before the public. Then there were only half a dozen manufacturers engaged in producing machines. Now there are twice that number in the United States and over three times as many in England. Some of our manufacturers have built up a trade as secure and firm as the hills. They have well-ordered factories, numerous and efficient salesmen, advertising experts who are doing great work, and such manufacturers are doing the right thing—getting the industry out into the limelight where it belongs."

A Campaign of Education

"How are they doing that?"

"By starting a campaign of education. They advertise widely not only in the trade papers, but outside, in technical magazines and the dailies. They see that



Explaining motorcycle merits

motorcycling news gets its place in the columns of the daily paper along with the automobile news. They push the motorcycle not as a machine that can enable men bitten with the speed bug to satisfy their craze without spending much money, but as a machine that has its place, and an important place, among the vehicles of the future. They provide commercial vehicles, sidecars and lightweights, as well as the big twins that are the staple of the trade."

"And they help their dealers out by a well-planned system of advertising."

Out of Obscurity Into Light

"Certainly. The old days of obscure little factories for motorcycles, and a few dealers to sell them, are over. Now the man who sells motorcycles knows that he is protected by the manufacturer, and if he is a live wire and willing to do his share towards pushing the sale of the machines he handles he will make good money."

Prospect nodded.

"Yes, the old days of obscurity are over."

Dr. Wise began again: "There are still a number of black marks on the record of the motorcycle. The speed bug who races through towns and crowded streets is a black mark; the hibernating dealer who sleeps all winter and expects to double his sales in the spring is another; the man who doesn't want to spend the few cents and care that are required to insure his machine against theft, when he could buy a lock and chain, remove the spark plug when he leaves it, and not abandon the machine to the tender mercy of every passerby in the street for a day or so—he's another black mark because he helps to swell the total of thefts that have become such an eyesore. All those are black marks, but they can be cleansed by the up-to-date manufacturer and the industrious dealer and the careful rider who thinks of others as well as of himself.

"And they are being cleansed. The motorcycle industry is becoming more important with every tick of the clock. Every hour sees the perfection of some little mechanical improvement that goes to help the ease of operation or the comfort of the rider. Every day sees some advance in advertising efficiency, and the wider spread of correct information about the motorcycle to dispel the clouds of ignorance which gathered about it in the early days. Every month sees the sale of new machines to municipal departments and the exportation of great numbers abroad. The American motorcycle is the best thing of its kind in the world, and it's on the pathway to great and enduring success."

The Question of Suitable Oils, Thick, Thin, or Otherwise

In the early days the motorcycle manufacturers were not catered for, so far as lubricating oil was concerned, nearly so well as they are at present, says Wheeling, of New Zealand. High speed, low speed, long stroke, short stroke, every type of engine, for all sorts of work had to be content with the choice of only one or two classes of oil. Needless to say, many of the abundant troubles of the motorcyclist of those days were due to errors in oiling and to the class of oil used.

As the engine manufacturers gradually became more conversant with the principles governing the internal combustion engine they also began to realize the necessity of using different grades of oil for the various uses to which the engines were put. Even at the present day oil manufacturers disagree as to whether a pure hydro carbon (mineral oil) is more suitable for the strenuous work imposed by the efficient engine of today than the more popular compound. It should be noted that compound oils are dearer to produce and that the superior lubricating qualities of these oils have resulted in a decided demand for them.

In choosing an oil for his engine the rider should pay particular attention to the body or viscosity of the oils submitted to him; as some of the oils at present on the market retain only from 3 per cent to 5 per cent of their body when the engine is heated. A very simple method of testing the body retaining qualities of various oils is as follows: Procure an ordinary test tube about 6 inches in length and have a very fine hole drilled in the bottom end of it Then make two horizontal marks on the tube about 1½ inches apart, the lower one being about 3½ inches from the bottom end of the tube. Fill the test tube with the oil to be tested and then insert a nicely fitting cork into the mouth of the tube. The tube should then be immersed in water and the temperature slowly raised to 200 degrees Fahr.

The tube should then be taken from the water and the cork removed, when the oil will begin to drop from the small hole in the bottor of the tube. The tube should be placed in a stand that will hold it in a perpendicular position and the time taken by the oil to descend below the marks on the tube should be noted.

In selecting an oil for competition work one should choose his oil with a view to the class of competition he is to engage in and the size of the engine he is using. Generally speaking, the larger the cylinder capacity the heavier the oil can be. For touring work and reliability trials, etc., a light grade compound oil that will not thicken, is suitable as this oil is light in body but has good lubricating qualities and is free from gumminess. Thus easy starting from cold is always assured.

For long distance track speed work nothing is better than pure castor oil. This oil should only be used in the actual race or competition owing to its high percentage of oxygen, which is the main factor in the formation of acids in the oil. This oil, if left for any length of time in the machine, would be liable to cause a slight corrosion of the polished surface of the cylinder walls and the crank and gudgeon pin bearings.

This, of course, will greatly increase and nullify to a large extent that freeness which is so essential to speed work For hill climbs or short speed burst a very light bodied oil is most suitable, but it should be used more freely than if a thick oil were used.

Glancing at the Motorcycle in the War

Stories of Riders That Relate Tales of Efficiency and Service in the Great European Battleground

An English despatch-bearer relates some narrow escapes from shells: "Once, while out, his machine got entangled in a broken telephone wire which lay across the road, and while he and two companions were helping to free the back wheel a shell exploded sufficiently near to smother them with dirt as they threw themselves on the ground." says a writer in Autocycle. "They left hurriedly, and later another wire trouble caused him to dismount, and as shells were dropping around, he thought it wise to temporarily leave his machine. An open road which he occasionally traversed, it was noticed, was shelled by the enemy when transports passed along, and eventually it was discovered that a spy used to put the hands of a clock in a chateau in the vicinity pointing to twelve as a signal for them to fire. We used to come along that road like blazes," he added.

Enjoys His Trips With Despatches

A young Somerset solicitor, now doing despatch work, seems to find most things to his liking, for he writes: "We are as comfortable as it is possible to be in two dark rooms. We have rigged up a couple of excellent lights with two lamp generators and burners, and as carbide is quite plentiful we have them on most of the time, and we have an excellent wood fire. We are getting expert woodcutters. I had an 80-mile ride a day or two ago to General Headquarters and back and enjoyed it immensely. It was a beautiful frosty day, and the roads were top hole. We are going to be supplied with leather wool-lined waistcoats for the winter. They are ripping things, and some of the despatch riders already have them. . . . I had a glorious ride of about 14 miles last night on magnificent roads. This morning I discovered that my front guard was a mass of snow and ice, and I had to take the wheel out and chip it off with a hammer and chisel."

"Just imagine yourself riding along a dried-up river bed with shells bursting all round, and you'll realize despatch work is a bit exciting," writes a South Shields recruit. "My part of the business," he proceeds, "is taking despatches from headquarters to the brigades behind the trenches. Night time is the worst part about it. You are not allowed a light, and what with German snipers and our own sentries—some of them would fire at their own shadows—it is more than unpleasant. The roads were in a terrible condition. You had to run on your bottom gear all the way. Now that the wintry weather has set in the roads are like flint, and all churned up with the wagons and motor transport. Everybody marvels here how the motorcyclists get about. Well, I have been in France one month today—plenty long enough to know what a 'canny' place England is. I hope to get through this and see you again with a bit of luck. You ought to see the Tommies after they have been in the trenches for 22 days on end. Their own mothers would not know them. One of my chums has a funny experience while coming out to headquarters. His plug sooted up, and he put his machine on the stand to take his plug out. He got his spanner out, and just then he saw some A. S. C. men running the other way. He started to run, too. The house that was in front of the cycle was struck by a 'Jack Johnson,' and buried the cycle. He returned to camp with only the spanner."

That familiarity breeds contempt even for shells is shown in a Norwich young fellow's letter. "The roads are so bad that the average speed is less than 10 miles an hour. More would be fatal to the machine and injure the driver. It is rough here now the winter has started. There are 14 of us in one billet, all motorcyclists, and you can imagine that drying clothes, boots, etc., is a matter of luck in such a crowd, with a small portable stove. Have had heavy snow, sleet and rain today. The army catering is simply great, and the whole arrangements are simply a marvel of organization. Everything even down to carbide for lamps turns up all right. When we start grumbling he think of the poor fellows actually in the trenches two miles off, then we 'shut up.'

An improvised English repair shop on four wheels, for motorcycles, sees service at the front

Gain Confidence With Experience

"As we go along the road with our despatches, Red Cross vans are drawn up alongside the road ready, but everything is as orderly as though they were so many tradesmen's carts drawn up. When in reach of shells oneself, say the first two or three burst, you take the view that the odds are greatly in your favor and do not worry. The shell might just as well drop where you are even if you sheltered, so why shelter? Artillerymen coolly taking horses to water, etc., even French peasants hanging in uncertainty about their houses within range give you a confidence (which may be ill-placed), and you go about your

work, as it has to be done. Every single man should be here if he is healthy."

Corporal Langton, the well-known Leeds rider, was recently in England on leave, and, describing his work, he said it has entailed much dashing about on atrocious roads, and he is now riding his fourth machine since the first month of the war. As it has been found impossible to ride solo machines on the roads, which have been badly cut by heavy transport, all the motorcycles are now having more stability given to them by the attachment of sidecars.

Motorcycles in the German Army

Writing in the Times, London, recently, "A Neutral" says: "Where the Germans obtained their vast army of motor cars and motorcycles might at first be thought a mystery, but out of the 50 that the writer saw gathered before the headquarters over one half were of foreign make, there being many English and a few American cars among them. There are to every infantry regiment at least ten bicycle scouts and, with every brigade, motorcyclists as well, many possessing English and American motorcycles." It is to be presumed that the English motorcycles have been commandeered from stock in Berlin, or perhaps in a few instances captured. Germany has so persistently neglected the motorcycle movement of recent years that it is not to be wondered at that the German army has had to fall back upon British machines for their despatch riders.

Michigan Motorcyclist Receives Iron Cross for Bravery

Adolph Waltz, a motorcyclist of Saginaw, Mich., was recently decorated with the Iron Cross for bravery in the German army. Waltz's duties as a motorcycle scout were to carry messages between the aviation corps and headquarters. Once, in going to the general's headquarters, Waltz's machine was shot from under him. He rolled into a ditch and was left for dead. After recovering from the shock, however, he crawled along the ditch until out of danger and then ran to headquarters and delivered the message. His bravery permitted reinforcements to be sent in time to save two German regiments from annihilation.

American Motorcycle Wins in Australian Endurance Test

In the recent 24-hour reliability contest, held under the auspices of the Motorcycle and Bicycle Club of Sidney, Australia, just 7 of the 27 contestants completed the 398 miles within the time limit. And among these seven was an American-made motorcycle. A feature of the Australian competition was that instead of receiving awards, the winners of the run were given certificates of merit and the money received from the event was turned over to the war fund.

This photo shows Orrin R. Dell, of Pittsfield, Mass., and his two small brothers whom he takes to school every day on his Harley-Davidson twin

Sporting Writer Increases His News-Getting Efficiency

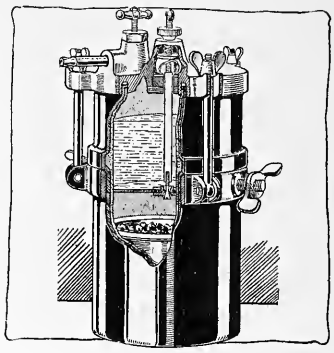
J. Warren Mooney, on the staff of Walter E. Hapgood, sporting editor of the Boston Herald, finds that with the aid of a motorcycle he can put it all over his rivals in gathering news. Mooney says that on the two-wheeler he can cover twice as much territory in practically half the time that is required by other means of travel. Last fall he returned upon his motorcycle from the Andover-Exeter football game in what is believed to be a record for the Andover-to-Boston run, arriving at the newspaper office long in advance of the first of the special trains.

Werle Claims Mileage Record For the State of Wisconsin

Theodore J. Werle, traveling lecturer for the Wisconsin Anti-Tuberculosis Association of Milwaukee, claims the highest motorcycle mileage record of any rider in the Badger state. Werle has used a motorcycle for the past three years in traveling about the country preaching the gospel of health. In addition to himself and his companion, Werle carries on the two-wheeler a complete camping outfit, also a stereopticon which he uses in presenting his lectures, together with a case of slides. Yet in spite of ht isexcess weight, Werle says there is scarcely a spot in Wisconsin that the motorcycle has not taken him.

The Low Acetylene Generator

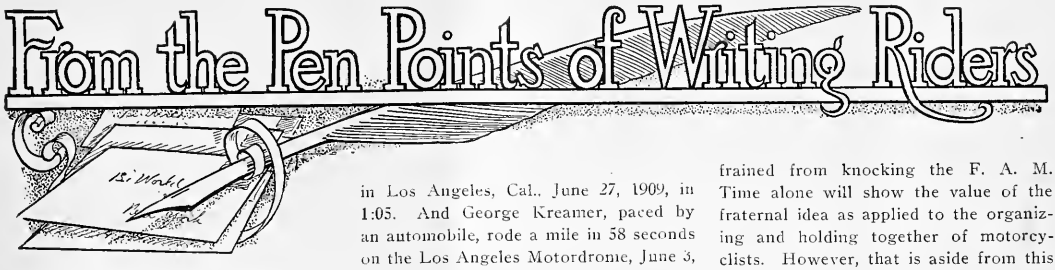
An interesting generator of carbide is shown on this page. The dimensions of the generator are such that the body will comfortable allow a half pound tin of carbide being lowered into it.



New generator of Dr. A. W. Low of England

Thus one or more charges of carbide can be carried separately in airtight tins in the motorcyclist's outfit, and when it is desired to set the generator in action, all that is necessary is to remove the lid of one of the tins of carbide, lower it into generator, and the whole is charged. Conversely, when the charge is spent, the used up carbide can be removed en bloc with the tin, which can be taken home, cleaned, and refilled with another charge of carbide at your leisure. There is no mess and no digging out perished carbide.

From the Pen Points of Writing Riders



Block Chains and Gearing

Editor Bicycling World and Motorcycle Review:

What is the one-mile bicycle record made on a dirt track? Where, when and by whom was it made? Why do the board track riders use block chains in preference to roller chains? What is meant by a 96 gear?

Thanking you in advance for this information, I remain,

Yours very truly,

W. W. SHIFFER.

It has been many years since dirt track performances were kept separate from those made on board tracks. The National Cycling Association, which is the governing body in cycling in this country, accepts as a "record" the fastest time made irrespective of the track—certain conditions, of course, must be complied with in reference to measurements, timers, etc. The one-mile professional record, made in a handicap race, is held by P. O'Hehir, who rode the distance September 8, 1912, in Salt Lake City. His time was 1:47⅗. This was made in an unpaced competition event.

The one-mile unpaced record, against time, is held by Alfred Goullet, made in Salt Lake City July 1, 1912. Time, 1:51.

Amateur competition, unpaced, J. B. Hume, Salt Lake City, July 28, 1906. Time, 1:55⅗.

Amateur, against time, unpaced, Parley Giles, Saltair, Utah, July 28, 1908. Time, 1:55.

A mile was ridden against time, with motor pace, by Ray Duer, a professional, in Los Angeles, Cal., June 27, 1909, in 1:05. And George Kreamer, paced by an automobile, rode a mile in 58 seconds on the Los Angeles Motordrome, June 3, 1910.

The question of block or roller chains is one of purely personal preference. Some riders use one kind, some the other.

The matter of gearing has always been a puzzle to the uninitiated. The secret is simply this: In the old days when the wheel was pushed directly, "gearing" was the diameter of the wheel, say 80 inches.

Nowadays the sprocket transfers the drive to the wheel, but the principle is the same—it's just as if the rider were pushing the big wheel.

A machine geared to 90 will travel 282.75 inches when the pedals are revolved one—being harder to push than a low gear, but traveling faster.

Reply to Coffman's Fraternal Ban

Editor Bicycling World and Motorcycle Review:

In reply to the erroneous statement by President Coffman, which appeared in the January 5th issue, will say that there is an organization of motorcyclists, having their headquarters at Aberdeen, S. D., known as the Fraternal Motorcyclists. This organization has never solicited members with the promise that their initiation feet included F. A. M. membership. It is true that the Fraternity offered to affiliate with the F. A. M., at the St. Louis convention, but the matter was tabled, and affiliation refused. Necessarily, the Fraternity has since that time proceeded as an independent, unaffiliated organization, and has at all times refrained from knocking the F. A. M. Time alone will show the value of the fraternal idea as applied to the organizing and holding together of motorcyclists. However, that is aside from this question.

Last spring, a number of riders and members of the Aberdeen M. C. organized the Fraternal Motorcyclists, and affiliated therewith, becoming Fraternity No. 1. The new organization used the same club rooms as were used by the A. M. C. In this way, confusion arose, as the papers here, in reporting any activities of the body, continued to call it the A. M. C. In fact, it is hardly ever called the Fraternity outside of the business meetings.

The error in President Coffman's information came from the fact that the old A. M. C. was an affiliated club, in fact, they still hold their charter, and have a membership of around fifty in good standing, most of them belonging to both the F. A. M. and the Fraternity.

I trust that this explanation will clear up the misunderstanding, and correct any impression that either the Fraternal Motorcyclists or the writer has ever been guilty of any misrepresentation or has proceeded otherwise than openly and above-board at all times.

Should any doubt remain, I wish to invite the F. A. M. to send a representative or any member to call here or write, and we will make everything clear to him. I might suggest that Mr. Zimmerman, the new commissioner-at-large, could possibly arrange to pay us a visit, in case proof of our statements is needed.

Thanking you in advance for the publicity given this, I sign myself, in behalf of the Fraternal Motorcyclists,

P. N. BUSHNELL.

Following the Development of Motor Pace

From 15 miles an hour to over 63 miles in the same time on a bicycle propelled by just one pair of legs, is a difference which is hardly conceivable. To ride mile after mile at a rate of speed far faster than most of our railroad trains travel seems to be doing the impossible, but that is what the racing cyclists of today are doing. The cyclists have more than kept pace with science in the matter of locomotion at high speed, and it is this wonderful speed and the continual onslaughts on Father Time that has held the interest in cycle racing year after year when wheeling as a pastime had passed from view.

This fact was demonstrated in a positive manner by the great ride put up by Paul Guignard, the French pace follower, who rode over 63 miles in an hour at the Munich, Germany, track on September 15th, 1909. Since then Paul Nettelbeck, a German, was credited with riding almost 64 miles, but his record was not officially recognized by the cycling body of Germany.

When pace following was first discovered or introduced into the cycle racing sport the method of making pace was by numerous reliefs by riders on single bicycles. Dodds, an English rider, established the first world's paced record for the hour. The ride was staged at

Cambridge, England, in 1876, and in the hour Dodds covered 15.8 miles. Nowadays the ordinary racing cyclist can cover that distance unpaced, but the improvements have made the bicycles of the present day less cumbersome than those of Dodds' time.

After Dodds had established his record the distance was increased by other riders, aided by tandems and larger multicycles. Jimmy Michael, the famous Welsh "rarebit," put the figures up to 28.6 miles in Paris in 1895. In his ride Michael had tandems, triplets and quadruplets to help him. After other attempts aided by the same class of pacing machines Edward Taylor, the French paced rider, established a mark at the Willow Grove track in 1898 of 33.5 miles.

The Introduction of Motor Pace

Taylor's ride marked the passing of the human pace as far as the hour-paced record was concerned. Shortly after the Frenchman had broken the mark the motor-driven pacing tandem was introduced into this country and the human pacemakers were soon out of a job, as the first riders who attempted the new style of pacing went so fast that the human-paced style of racing soon lost its hold on the public, the latter demanding more speed than the old style could produce.

The late Harry Elkes, who lost his life on the cycle track, was the first cyclist to make an attempt on the hour record behind the new mode of pacing. The ride took place at the Willow Grove track, Philadelphia, August 6th, 1889, and in the hour Elkes covered 34 miles and 1,220 yards. The new record startled the world and immediately other riders made attempts to better the mark. Numerous successful onslaughts were made both in America and in Europe until the American mark is 50 miles and 3 yards, made by Harry Caldwell, while the world's mark is credited to Paul Guignard and is at 63 miles, 189 yards.

Freak Rides of Murphy and Kreamer

Many freak rides have been held back of various modes of pacing. Back in 1899 Charlie Murphy, now a bicycle cop in New York, rode a mile behind a locomotive and car on the Long Island Railroad at Haywood, covering the mile in 57⅘ seconds. The quarter was turned in 15 seconds; the half-mile in 28⅖ seconds, and the three-quarter mark was covered in 44 seconds, and the last quarter in 13⅘ seconds. The trial took place on a two-mile siding and Murphy followed back of a huge windshield back of the car. George Kreamer, of Chicago, followed an automobile for a mile at the big Los Angeles automobile track in 58 seconds even in 1910.

When paced racing originated from the custom of one rider following another, a larger machine or a motorcycle, the riders used the same bicycles that were used in sprint racing. No small part of the increase of speed and the bettering of the records apart from the change of pacing methods is the change in the construction of the bicycles used by the pace followers. From the sprint bicycles used in the earlier days the riders have improved their mounts until they look like freaks alongside of the ordinary bicycle. The new bicycle, with its small front wheel, which enables a rider to get closer to his pacing machine, thereby affording him more protection, which means many seconds difference in even short races. The element of danger increases with the small front wheel, as quick turns are not as easily accomplished as on sprint wheels, but many of the paced riders are as adept on the paced models as are the sprinters. This was demonstrated at the Brighton Beach track when George Wiley escaped a bad fall by riding up on the high incline of the motorcycle track when a rider fell in front of him.

The Small Front Wheel

When Jimmy Michael came to this country in 1895 he used a bicycle having wheels about the same size, but later he used the smaller front wheel with instantaneous success. Michael was probably the greatest favorite with the public on account of his size as well as his pace following ability. After a long layoff, when Jimmy had tried to be a jockey, with very little success, he did a "comeback" stunt at the Parc des Princes track in Paris, and, although he was beaten, he received one of the greatest ovations ever given a bicycle rider, the French public fairly going mad over their once great favorite.

Clarance Carman, paced champion

The craze for speed by the promoters as well as the public caused various devices to be brought into play to make the time faster. Huge windshields were put on high-powered motorcycles and the riders following them were protected in a perfect manner from the air resistance. On some of the pacing motorcycles used in Europe motors developing 32 horsepower were installed and many accidents were caused by the failure of the tires to carry such a heavy and high power. Devices of this kind were later barred by the controlling bodies and they were seldom used except in exhibitions or time trials. The pacemaker of today is even forbidden to open his coat or wear anything that will give his rider any great advantage over the others.

The pacemakers, however, figured out schemes to aid the man that they were pacing. Such stunts as standing up, padding their clothing, ripping their pacing clothes so that the air would enter and swell up the coats and trousers, were among those aids figured out by the pacemakers. The schemes gained protection for their riders and that was what they were after.

Mount Ranier Park Regulations

The following regulations governing the admission of motor cars and motorcycles in Mount Rainier Park, Washington, are set forth for the information of motorists contemplating touring through what Park Superintendent Allen says is a "vast wonderland:"

No motor car or motorcycle will be permitted within the metes and bounds of the Mount Ranier National park unless the owner thereof secures a written permit from the superintendent, Ethan Allen, Ashford, Wash., or his representative.

Applications for permits must show: (a) Name of owner, (b) number of machine, (c) name of driver, and (d) inclusive dates for which permit is desired, not exceeding one year, and be accompanied by a fee of $5 for each car and $1 for each motorcycle.

Permits must be presented to the superintendent or his authorized representatives at the park entrance on the government road. The permitee will not be allowed to do a transportation business there without a special license.

The use of motor cars and motorcycles will be permitted on the government road from the western boundary of Mount Rainier National park to Longmire Springs between the hours of 6 A. M. and 9 P. M.

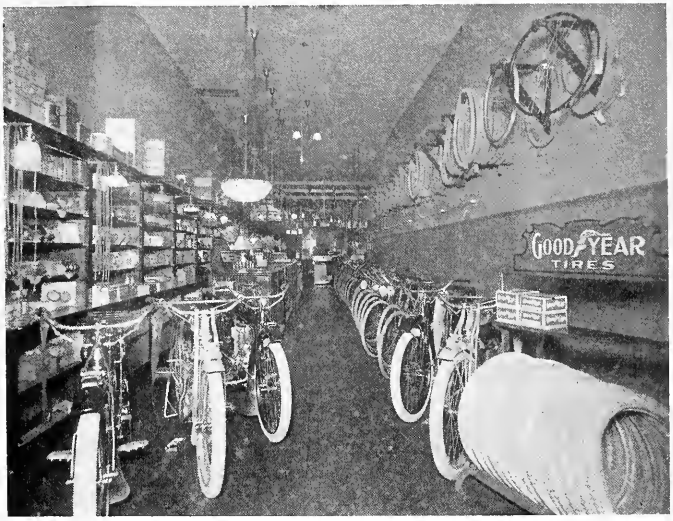
The Tire Situation

There have been many reports as to the effect of England's crude rubber embargo on tire manufacturers and users, and now that the embargo has been lifted on all American concerns who comply with Great Britain's requirements, the following statement of interest to the trade is given out by P. W. Litchfield, factory manager of the Goodyear Tire & Rubber Co.:

"The rubber embargo by Great Britain, after being in force for nearly two months, has been raised on all concerns who have guaranteed not to re-export rubber to the enemies of Great Britain. The Goodyear Tire & Rubber Co. has not been inconvenienced by this embargo. Anticipating possible disturbances owing to the war, we endeavored to carry larger stocks than usual, and have had more rubber in our factory at Akron during the embargo than we ever had before.

"The factory production for the month of November was 20 per cent greater than last November, and the factory production for December was 33 per cent greater than last December. During the embargo our rubber has been coming into Canada and stored in Toronto, and we now have more than one thousand tons of crude plantation rubber in storage there which we are making arrangements to have shipped to us at once, and which will arrive long before our present supply in Akron is exhausted."

Net, this means that while the embargo held potential dangers for crude rubber consumers, and later for car manufacturers and users, those dangers have been avoided. It is not likely that there will now be any advance in tire prices, and crude rubber prices are dropping gradually back in the direction of their level at the beginning of the war. The price of crude had almost doubled during the two months the embargo was on. Goodyear, as the largest producer of tires in the world, has been watching the situation closely, and the bringing of stocks to Canada means that this will be the first company to receive raw material as a result of the lifting of the embargo.



Interior of store of the Hafer Auto Co., Indian dealer, Joplin, Mo.

Tight Plugs

If a spark plug thread fits tight in the aperture in the cylinder, a brushing over with powdered graphite will often prevent seizing and binding of the thread from the oxidizing effect of the exhaust gases. The same treatment can be used to good effect on the valve caps of side-by-side valve cylinders.

Gives "Verbal" Demonstration

One dealer was in the position of having to insist on his prospects accepting what he terms a "verbal demonstration" on the salesroom floor, so as to give himself an opportunity to get his demonstrating machine in—it being in use for another demonstration. He did that on the plea that the actual demonstration would be more satisfactory after the motorcycle had been explained.

One salesman, when asked his plans about following up the prospects given him by his dealer, stated that he made only one plan—it was to close the sale at the earliest possible moment. As a rule he made his calls conform to the wishes of the prospect, but when necessary he might call every day and discuss the machine from a viewpoint based on what he had gathered from talks with the prospect on previous visits.

In other words, he leaves nothing undone to show the goods to the prospect from the point of view on which he seems to have the greatest interest.

Asked as to demonstrations, this salesman—a most successful one, by the way—said that he attempted to do anything the prospect wanted, except make the motorcycle do the impossible.

Actually, selling a motorcycle is, after all, much like selling other merchandise, except that the expenditure is greater, and the principal essential to success may be summed up in the one word "concentration." If the salesman knows and has the proper faith in his product and has ability to explain its advantages to the particular prospect to whom he is trying to sell, he has already made a long stride toward closing, and with proper effort—concentrated effort—the sale is to a great extent assured.

There is an unfortunate tendency on the part of some salesmen to ignore the development work which is so necessary to continued successful selling. They take the stand that unless a prospect seems good for immediate closing they cannot afford to devote time to him, and prefer to turn their efforts toward the prospect looking most like an immediate "buy," on the theory that they cannot afford to devote time to the development of future business for the dealer.

There is a dealer in Newark who is one of those who appreciates this situation; he lays his plans to gather in these slow prospects at the proper time. During his busy period he keeps up their interest with an occasional letter, some printed matter or, sometimes a call from the salesman or himself. This is done not so much with the idea of an immediate sale as to keep the mind of the prospect on the machine sold by the dealer. When conditions warrant, the dealer goes after that prospect with the one idea of selling him.

In 1914 there were 8,063 motorcycles registered in Kansas, as against 7,430 motorcycles registered during the previous year.

Notes on Bolts, Valves, and Cylinders of Interest to Riders

To Make Engine Bolts Secure

Engine bolts that are continually coming loose can be effectively fastened so that they will stay by the following method: Remove the bolts and thoroughly cleanse them in gasolene, making sure that the threads are free from all dirt. Repeat the process with the holes into which the bolts fit and also the threads if they are screwed into a bracket. If the bolts and threads are now liberally covered with shellac and screwed home they will become set and be prevented from loosening by the hardening of the shellac.

Unless all traces of oil and grease are removed beforehand this method will prove ineffective.

How to Remove Dents in Tanks

To remove a dent in a tank a loop should be made in a piece of stout brass or bright steel wire, bent at right angles and soldered to the lowest part of the dent. A large loop should then be made in the lower end of the wire and with the aid of a lever and a block of wood resting on the frame or other convenient support to form a fulcrum so as to dispose the force of the pull on the lever over a fairly wide area, the dented surface can easily be pulled flush with the rest of the tank surface. Dents in lamps and other similar articles can be taken out in the same manner, though in place of a lever a strong cord should be attached to the wire loop and its free end fastened to a vise or any convenient anchorage.

About Repairing Cracked Cylinders

Cylinders with cracks are sometimes brazed, but owing to the necessity of heating the whole cylinder to a red heat in order to even up the contraction strains so as not to crack when cooling, the bore of the cylinder is generally warped. The job requires a lot of finishing as the spelter and flux spread considerably and are hard to remove.

Method of Flushing the Crankcase

On some machines no provision is made for introducing kerosene into the crankcase for flushing out. Sometimes it can be injected through the breathing tube, but a better way is to force it through the drain pipe underneath the crankcase with an oil gun, after first letting the old oil run out. The kerosene, having no body, should be forced in quickly, and the shut-off valve closed immediately to prevent the fluid running out while the gun is being reloaded.

Many riders who flush cylinders regularly appear never to think of the benefits to be derived from washing out the crankcase.

Substitute For a Lost Nut

There are various roadside expedients possible when a nut has been lost and no duplicate is at hand. Usually as good a plan as any is to wind the threads of the bolt tightly with soft iron wire, such as stovepope wire, of which a coil should always be carried in a tool bag. The wind should start at the end of the bolt and follow the threads up to the part it is desired to retain. The wire is then wound back in a second layer over the first and the ends twisted together. If there is a hole in the bolt for a cotter pin, one should be inserted and the ends of the wire twisted around it, so that the improvised "nut" cannot screw itself off from the bolt.

Method for Finding Lift of Valve

A simple means of determining the available lift or rise of a valve without the use of instruments, is by compressing a piece of lead or similar soft material between the top of the seated valve and the inner side of the chamber cap. Having turned the cap to its usual position, it may be unscrewed and the lead measured for thickness, this representing the distance of available lift.

Watch For These Stolen Machines

Walter W. Whiting, Harley-Davidson dealer in Denver, Col., reports the theft of the following motorcycles:

A 1914 single, Model 10-C, two-speed. The motor number is 6209-DG. Also a 1914 twin, Model 10-F, two-speed. The motor number of this machine is 3324-H, and it is fully equipped with Dream tandem, Prest-O-Lite tank and lamp, Stewart front drive speedometer.

The third machine stolen was a 1914 two-speed twin, Model 10-F. The motor number is F 9592-H. The machine was equipped with Prest-O-Lite tank and lamp and a No. 2 Stoll tandem.

Whiting offers a reward of $25 for the arrest and conviction of the thieves and an additional reward of $25 for the recovery of each machine.

Cutting Down Fuel Consumption

Unusual economy and slow running of machines is sometimes due to the valve not being opened fully, thus preventing a full charge being taken in. A reduced charge would give a lighter explosion with an accompanying decrease in speed and a lessening of fuel consumption. Considerable economy can be obtained by running with the tank needle valve open just enough to allow a small stream of gasolene to flow. This will reduce the head or tank pressure on the carburetter nozzle and obviate any tendency of the fluid to slop or bubble over and waste itself in useless evaporization.

To Remove Old Enamel

Good results in re-enamelling can only be obtained when one is prepared to spend some time in getting the surface ready to receive the enamel. The old enamel must be removed entirely first if we would wish to realize good fruit from our labors. To do this the old enamel can be removed by placing the articles in a saturated or concentrated solution of alum. The articles should be completely submerged and boiled in the solution for about the space of half an hour, when all the old enamel will gather together at the bottom.

Finally remove, dry and polish with fine emery or emery cloth.

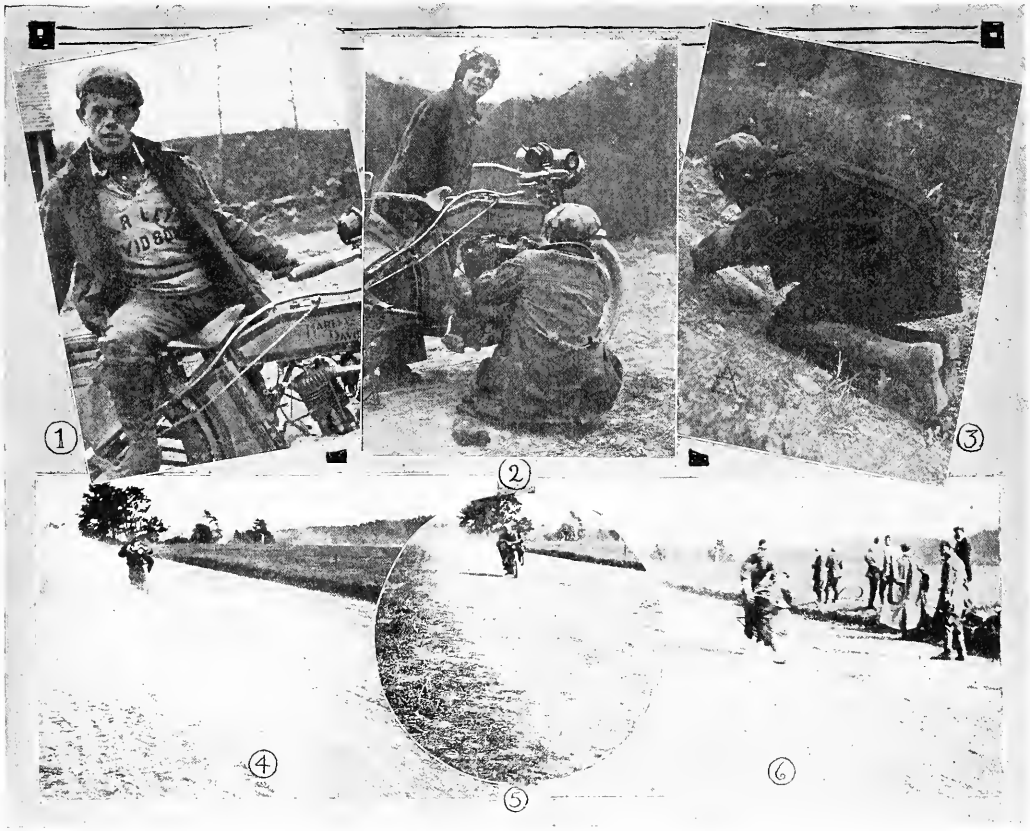
Bent Valve Stems

Before reassembling the engine don't forget to test the valve stems with a straight edge. Hard wear, together with constant and sudden changes in temperatures, will tend to distort a valve stem out of the straight. This will cause the stem to stick in its guide, and will cause in course of time very indifferent running of the engine.

Plug Apertures

While most plug apertures on motorcycle motors are uniform in diameter—as regards the spark plug, there are occasional instances in which the aperture is too snug for a given plug. This is due to the plug being slightly oversize; some makers allowing plugs to pass through their factory in order to fit in worn spark plug apertures. A fit can usually be held by easing down the threads on the plug with a three-cornered file, working the file edge slowly round between the plug threads.

With Riders of the Schenectady Motorcycle Club on Road and Track



1, 2, 3, scenes from annual run of Schenectady Motorcycle Club. 4, 5, 6, speed trials of members

Touring Colorado in Winter

"Winter motorcycling in Colorado? Might as well talk about skating in Wisconsin in August. How do you manage it? Have you worked out some unique plan of converting your machine into a motor sleigh?" This probably is your comment when it is suggested to you that motorcycling is not only a possible but a pleasurable winter diversion in Colorado. But, as a matter of fact the motorcycle owner in Colorado Springs probably keeps his machine in the garage because of climatic necessity fewer days than the motorcyclist in almost any other section of the country. Motorcycling is, in fact, an all-year pleasure in Colorado.

In the higher mountains there is, of course, heavy snow fall, but in the cities, such as Colorado Springs—which lies at an altitude of 6,000 feet at the very base of Pikes Peak—there is a remarkable freedom from extreme cold, snow or discomfort. Even as this article is being written, reports say that the highest point on the Pikes Peak ocean to ocean highway, where it crosses the continental divide over Tennessee Pass (two miles, 10,400 feet, above sea level), just west of Leadville, is in almost daily use for local traffic.

Motorcycling above timber line is, of course, not the usual thing in the winter months, and at the higher altitudes it is more or less of an uncertainty after the first or middle of November; but the Colorado motorcyclist who lives in any section of the state at from 4,000 to 8,000 feet, figures that he will use his machine 50 out of 52 weeks in the year, and it is not unusual to have it in service every day of the 365.

The climate of the Pikes Peak region is, in fact, just about the right combination for the Wisconsin motorcyclist seeking a winter vacation. He can bring his machine and enjoy good roads and magnificent scenery. He will escape the rigors of a northern winter, but will find the weather here just cool enough and the air just dry enough to give new life and vigor, so that when he returns home in the spring he will not feel enervated, but will be full of life and energy.

The European war has focused attention more strongly than ever before upon the "See America first" idea—and with the roads of Italy, France, Switzerland, Germany and the British Isles now practically closed to him, the American tourist wants to know what the Colorado Rockies have to offer.

Pikes Peak is today the "Motorists' Mecca," just as 50 years ago it was the goal of the pioneer and his prairie schooner. To the eastern or northern motorist, seeking rest or health, pleasure or recreation, it is today as welcome a landmark as ever it was to the gold seeker of old, tired by endless days of march across the never-changing prairie. It is a fact that the motorcyclist can enjoy the roads of this region an entire month, every day of the month.

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Just one change increased the power and speed over fifteen per cent.

In the design of our new drop forged cam shaft the valve action has been completely altered.

This in connection with a careful refinement of every detail in the valve construction, has given the "Henderson Four" a power development and "get away" equalled by none.

And to those who want speed we announce a possible development of from 65 to 70 miles an hour on any medium geared stock model.

Ten to twelve horse power, smoothly developed, in four big cylinders, gives you this speed without noise, mechanical vibration or road shock.

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The Henderson is not a "Boulevard Machine."

The man that makes such an assertion knows nothing of the trans-continental, globe-girdling and endurance records held by it.

He does not know that our frame is the strongest; our forks the sturdiest, our motor the most powerful with the greatest bearing support.

In fact, he does not know that we can show wherein the Henderson will handle all road conditions under all loads with the greatest ease and the most perfect motor cooling.

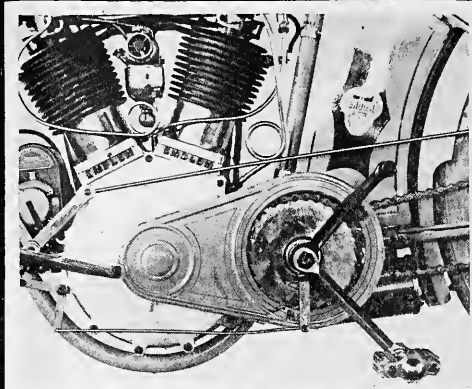
Write for information where it is given accurately and with satisfactory proof. Our 1915 literature is ready.

"Henderson Bill" Has Met A Host Of "The Fellows"
Write and get acquainted

HENDERSON MOTORCYCLE COMPANY

DETROIT **MICHIGAN**

EMBLEMATIC of SUPERIORITY



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Simplicity of operation. Just press down with the foot and the motor starts. Release it and it flies back instantly, ready for next time.

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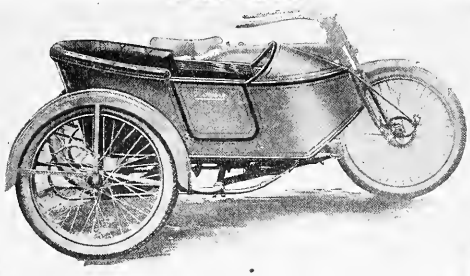

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Handle the Sturdy

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INDIANS and Excelsiors, 1912 or 1913 models, can now be fitted with the patented Yale planetary two-speed gear without alterations or machine work. It brings them up to date and gives a wonderful increase in the all-round ability of the machine. Same transmission as used on the new Two-Speed Yale.

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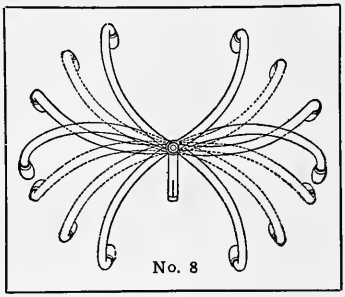

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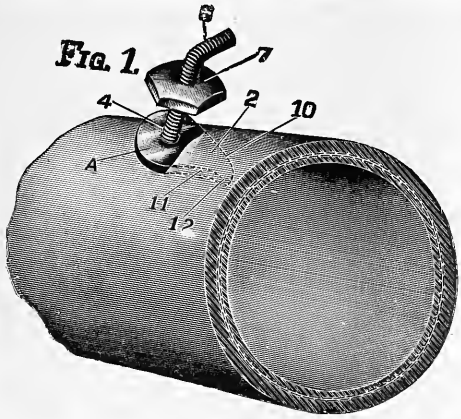

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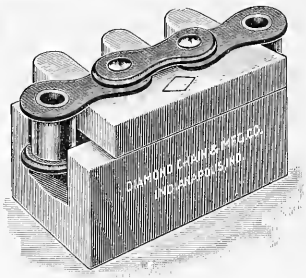

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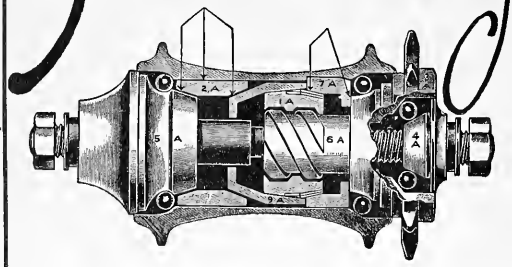

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They are sold by reliable dealers everywhere.

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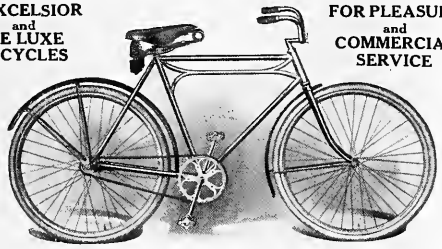

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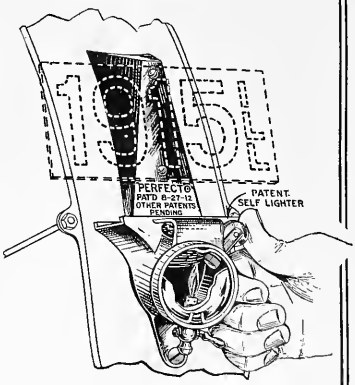

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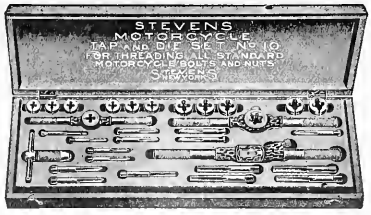

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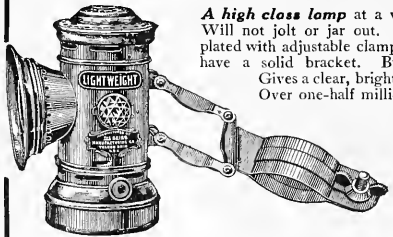

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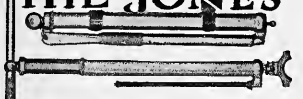

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THE TWITCHELL GAUGE CO.
1200 Michigan Avenue Chicago, Illinois

MILLER TRIPLEX SIDE SEAT

Send for Booklet and Agency Proposition

Haverford Cycle Co.
825-829 Arch Street Philadelphia, Pa.

HIGH-GRADE

wheels must have the best equipments

There is nothing that gives more value for the money than the use of the

Morse Twin Roller Chain

NOISELESS IN MUD, WATER OR DUST AND ALWAYS EASY RUNNING

The only chain having FRICTIONLESS ROCKER JOINTS. Insist on having the Morse Twin Roller. Fits regular sprockets.

SEND FOR CATALOG AND TRADE PRICE TO

MORSE CHAIN CO., ITHACA, N. Y

MOTOCYCLE SUPPLIES BICYCLE GOODS

Ask for new Motocycle Catalog No. 58 XX and Bargain Book of Bicycle and Motocycle Supplies No. 146.

Please write us on your letter head

"Indian" Agents

NEW YORK SPORTING GOODS CO.
15 and 17 Warren St., New York

Abe Martin Says—

"Th' ranks o' th' down an' out are filled with fellers who nailed a hoss shoe over th' door instead o' puttin' a ad in a newspaper."

Supplee-Biddle Hardware Co.
Philadelphia

BICYCLES AND SUNDRIES
Prompt and complete shipments

PENNSYLVANIA
Red Oilproof Tread
VACUUM CUP TIRES

The biggest selling of all manufacturers' brands of bicycle tires.

Pennsylvania Rubber Company
Jeannette, Pa.

ESTABLISHED 1844

SCHRADER UNIVERSAL VALVES

TRADE MARK REGISTERED APRIL 30, 1895

The Standard American Valves for Automobile, Bicycle & Vehicle Tires

Manufactured by
A. SCHRADER'S SON, INC.
28-32 Rose St. New York, U.S.A.

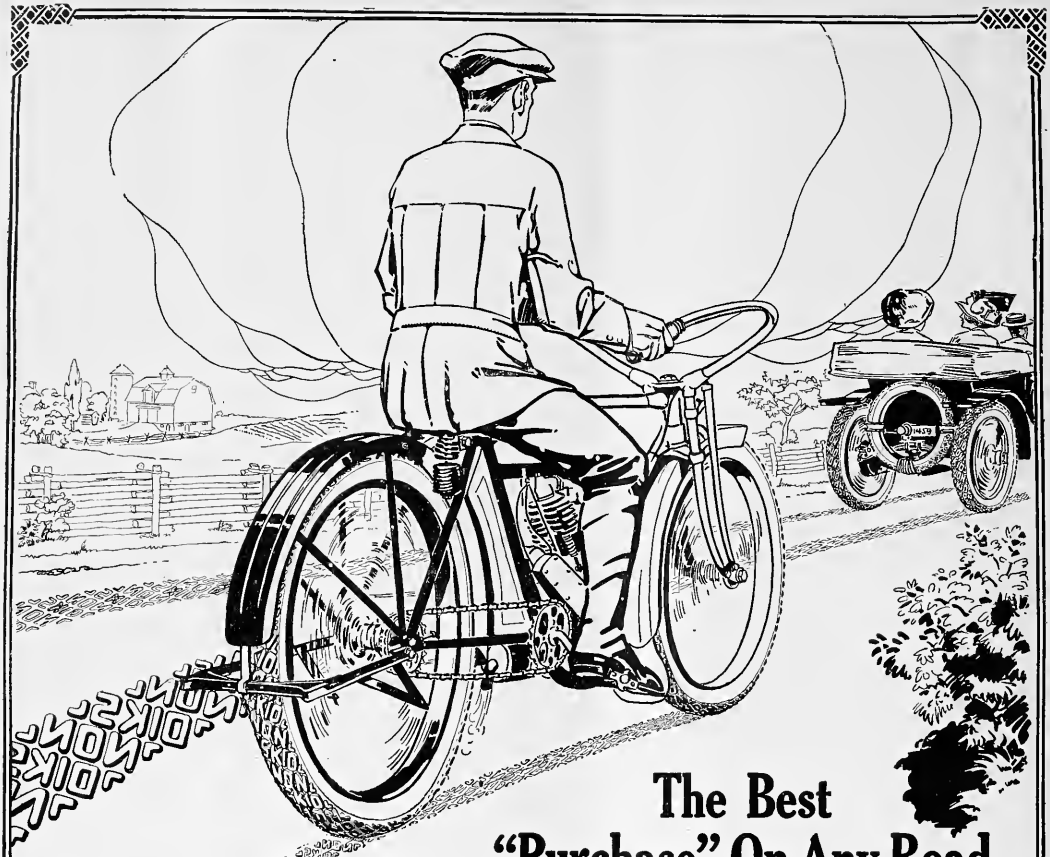
DOW'S BICYCLE LUGGAGE CARRIER

Best thing for the purpose ever put on the market. In use all over the United States. Can be put on or detached instantly with adjustable hook. Good sellers, because the riders all want them and the price is popular. Write for Prices.

DOW WIRE AND IRON WORKS, Louisville, Ky.

Get catalog and agency proposition

IVER JOHNSON'S ARMS & CYCLE WORKS
360 River Street, Fitchburg, Mass.
New York, 99 Chambers Street St. Paul, 2080 Grand Avenue



The Best "Purchase" On Any Road

THE clutch that holds tight and sure on any road—unerring skid-prevention—this has made Firestone Non-Skid letters famous the world over, as a sign of Safety, Security and Speed.

The Firestone standard set in automobile tire building is followed in Firestone Motorcycle Tires with equal judgment and liberality in method, materials and workmanship.

Firestone
Motorcycle Tires

are equally essential in the quick dash or long, strong pull. There is supreme abundance as well as quality in the rubber in these tires which gives them resiliency and insures your comfort as well as longer life to your machine. The fabric foundation is a special weave of enduring quality.

Firestones are safe and sure on the rim yet changes can be made—easily and quickly.

In all standard sizes, Non-Skid and Corrugated Treads. Your dealer has the size and style you want.

Firestone Tire and Rubber Co., Akron, O.—Branches and Dealers Everywhere

"America's Largest Exclusive Tire and Rim Makers"

JACKSONVILLE DEALER SELLS 7 THE FIRST DAY

The same day that A. A. Stoddard, our Jacksonville, Florida, dealer, received his demonstrator he took actual orders for 7 motor wheels. A few days later he wired orders for 5 more wheels. That's the way the

Smith

MOTOR WHEEL

"The Bicycle Booster"

sells in the land where it is Summer now. It will soon be Summer for all dealers that are handling Smith Motor Wheels. This wonderful bicycle sales booster, that can be attached to any bicycle in five minutes and will propel that bicycle at any speed up to 20 miles an hour, promises to break all the sales records of cycledom. There is still some desirable territory left and if you have not already written for our dealer proposition do so today before it is too late.

Motor Wheel Division "23"

A. O. SMITH COMPANY, Milwaukee, Wis.

Sole Manufacturers and Distributors

WE WILL SEND NEW CUSTOMERS TO YOU

The dealer who makes the best of opportunities gets the most business

New Departure advertising for 1915 will boost the bicycle.

Our dollars, brains and time are being spent in creating the desire to ride a bicycle.

In this way we reach millions of boys and girls, men and women all over the United States who now ride but who want new wheels and as many more who have never ridden but who can be persuaded to ride.

Right here is your biggest and best opportunity for the year 1915

We not only reach all these good prospects—We enthuse them—We bring them to you—Then it's up to you.

Some of our new selling plans are described in the book you see here. There are more on the way.

It will pay you well to get this book, read it and then join the New Departure Boosters by asking us for all the helps that will increase your sales.

The New Departure Mfg. Co.
Bristol, Conn., U.S.A.

IMPORTANT ANNOUNCEMENT IN THIS ISSUE

The Bicycling World and Motorcycle Review

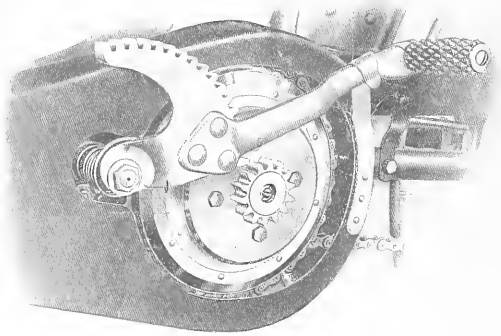
Founded 1877

38th Year v. 70, no 20 New York, February 2, 1915 Ten cents a copy Two dollars a year

See Announcement

"Everybody is Crazy About the New INDIAN Starter.

It Starts as Easily as a Bird Flies."



Such is the apt way in which a dealer refers to the new 1915 Indian Starter—one of the Big 9 Innovations for the coming year.

This dealer has already sold five machines as compared with none at all at this time last year.

His whole letter to us throws out enthusiasm like radium does energy.

He is not a big city dealer, but he is progressive and conducts his business along live, pushing lines which make his territory yield a splendid income.

His success grows from year to year. He makes money. He enjoys being an Indian merchant. His 1915 outlook is mighty good because, for one reason, he has made it so.

We mention his letter to us because it is typical of hundreds of letters coming to us weekly from Indian dealers everywhere. They are full of 1915 pep and promise for a big selling season.

CONCLUSION

The Twentieth Century Limited Wouldn't Be Worth a Darn if It Wasn't for Steam!

LIBRARY OF ... FEB ...

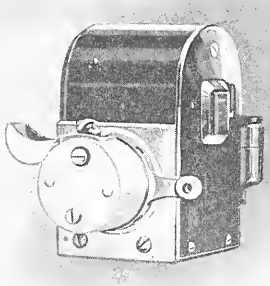
HENDEE MANUFACTURING COMPANY, Springfield, Mass.

(Largest Motorcycle Manufacturers in the World)

BRANCHES: Chicago, Minneapolis, Kansas City, Dallas, San Francisco, Atlanta, Toronto, Melbourne, London

Published Every Tuesday by The Bicycling World Company, 239 West 39th St., New York

DIXIE MAGNETO



A distinctly new magneto feature—the platinum points external to the main breaker-box. With this it is possible to observe and adjust the breaker points, if necessary, while the DIXIE magneto is running. Oil, being essential to the wearing of the breaker itself, is far away from platinum points in DIXIE construction.

Just an ordinary 10-cent screw driver—the only tool necessary either to take the DIXIE magneto apart or to re-assemble it. A novice can do the work without affecting the efficiency of the machine and he *can't* make a mistake in doing it

NOT

19th century Magnetos

BUT

20th century DIXIE

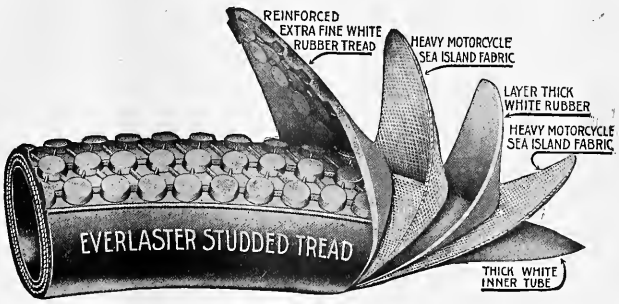
A DIXIE Magneto will give YOUR machine 20th century ignition

SPLITDORF ELECTRICAL CO.

ATLANTA.....10-12 E. Ha
BOSTON.....1112 Boyls
CHICAGO.....64-72 E.
CINCINNATI.....811 E
DALLAS.....402 S. Er
DAYTON.....427 East
DETROIT.....972 Woodwar
KANSAS CITY...1827 Gra
LONDON

ANGELES...1215 S. Hope St.
NEAPOLIS.....34 S. 8th St.
EWARK.....290 Halsey St.
YORK....18-20 W. 63rd St.
ILADELPHIA.210-12 N. 13th St.
FRANCISCO....1028 Geary St.
ATTLE.....1628 Broadway
ONTO.....469 Yonge St.
BUENOS AIRES

Factory: NE EW JERSEY



Riders and Dealers for the past two years have been deriving a great amount of service from Everlaster Tires, and as a result are now more loyal to them than ever before.

They add economy as well as comfort to the rider.

Our entire line of Single Tube and Clincher Bicycle Tires, as well as Inner Tubes, is worthy of your consideration, and if you are not already familiar with them it is a line that will pay you to investigate.

Kokomo Rubber Company

Kokomo, Indiana

Win Trade With This
A Priceless Book Sent FREE To Bicycle Tire Dealers

Bicycle Tires
Everything in Bicycle Supplies
Goodyear-Akron Tires ($2.48)
(Dealer's Name)
GOODYEAR TIRES
New Ways to New Business on GOODYEAR AKRON Bicycle Tires
GOODYEAR
25.00
This Model Equipped with the Famous GOODYEAR AKRON QUALITY TIRE no extra charge
Workers are never late because of tire trouble when they ride
GOODYEAR AKRON Bicycle Tires
Quality Tires that cost you only about half the price of other standard makes
$2.48 each, Plain Tread
$2.75 each, Non-Skid
We Repair
GOODYEAR TIRES

This brilliant book of trade-winning helps has brought success to men who sell bicycle tires. And now—at the start of 1915—we offer a few more copies. We send them at our expense to dealers only. And only to those who mail the coupon printed below before the edition is all taken.

In This Book

This book—"New Ways to New Business"— shows you how to win new trade.

These are the identical methods that have won for others.

It brings you a masterful year-'round selling campaign.

More than a score of Sales Helps. And all of them are ready-prepared by brilliant minds for the dealer's use.

GOODYEAR
AKRON
Bicycle Tires

Remember, please, that all requests for this valuable book are handled in the order of their arrival. Send the coupon today. You incur no obligation whatever.

And "New Ways to New Business" comes postpaid by return mail.

Not Tires Alone

These tested trade-winners are multiplying retail tire sales.

Yet they are a wonderful stimulus also to the dealer's entire business.

Every day they are bringing a larger share of bicycle repair and renewal business. They are yielding an increase that grows as you gain more customers.

This Free Business Book Reveals

Winning Advertisements	Spectacular Store Signs
Salesmaking Booklets	Window Displays That Draw Dollars
Free Tire Racks	Package and Envelope Enclosures
Free Accessory Show-Case	Riders' Buttons, Fobs and other Advertising Novelties
Moving Picture Slides	High-Powered Form Letters
Handle Bar Tags	

And Seven New Ways to Increase Sales

The Goodyear Tire & Rubber Co., Dept. 227, Akron, Ohio
Makers of Goodyear Automobile Tires (2173)

Dealers! Mail for Business Book FREE

The Goodyear Tire & Rubber Co.
Dept. 227, Akron, Ohio

Please send me free, postpaid, color-illustrated book—
"New Ways to New Business"

Concern Name .....

Writer's Name .....

Address .....

247 More Than a Year Ago

AT the close of the 1914 season, October 1st, the Harley-Davidson selling organization numbered 2020 dealers. In the sixteen weeks since that time 247 more contracts have been issued and secured by deposits than in the same period a year ago. This is more progress than we made in the corresponding period of any former two years.

Many 1915 Harley-Davidsons are in daily use in localities where no 1914 Harley-Davidsons had been sold a year ago at this time.

Two big reasons back of the 1915 Harley-Davidson success are the 1915 Harley-Davidson motorcycle itself and the fact that immediate deliveries of the model 11-F, three-speed twin, our most popular 1915 model, have given Harley-Davidson dealers opportunities for big early season sales.

Harley-Davidson Motor Company

Producers of High-Grade Motorcycles for Nearly Fourteen Years

Milwaukee, Wisconsin, U. S. A.

Please mention this publication when writing to advertisers

Philadelphia Dealer Orders 100

Every little while some dealer says:

"Does the Smith Motor Wheel really sell?"

If that dealer could just be in this office and see the orders for Smith Motor Wheels coming in by letter and by wire every day he too would realize that the Smith Motor Wheel promises to eclipse all records in cycledom as a seller. Following are the names of some of the big cycle companies who have already found what a big market there is for the

Smith

MOTOR WHEEL

"The Bicycle Booster"

New York Sporting Goods Co., New York City.
Haverford Cycle Co., (11 branches).
J. W. Grady & Co., Worcester, Mass.
The G. H. Westing Co., Indianapolis, Ind.
Nebraska Cycle Co., Omaha, Neb.
R. J. Leacock Sporting Goods Co., St. Louis, Mo.
Hall-Williams Co., Minneapolis, Minn.
West Coast Supply Co., Portland, Ore.
Glass-Nickell Sales Co., Los Angeles, Cal.

The Smith Motor Wheel can be attached to or detached from any bicycle in 5 minutes and it will propel that bicycle at any speed desired up to 20 miles an hour. 80 to 100 miles on a gallon of gasoline.

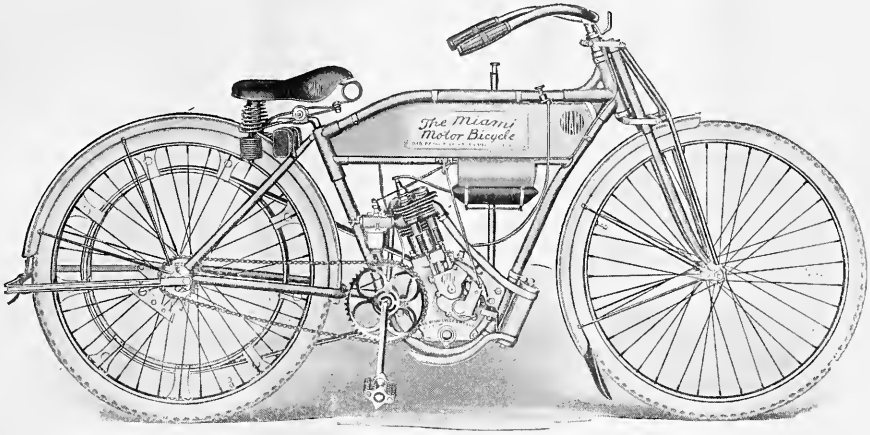
If we have not as yet secured a dealer in your territory better write for our dealer proposition today.

Motor Wheel Division 24

A. O. SMITH COMPANY

Sole Manufacturers and Distributors

MILWAUKEE, WIS.



WEIGHT 110 Lbs. **PRICE $125.00**

FOR EFFICIENT SERVICE WITH ECONOMY
FOR REAL PLEASURE WITHOUT EFFORT
FOR HEALTHFUL RECREATION WITHOUT FATIGUE

The Miami Motor Bicycle

SAFE - SILENT - CLEAN

"ONE HUNDRED MILES FOR TEN CENTS"

IS THE ULTIMATE IDEAL OF THE CYCLING WORLD

Do you dealers realize the possibilities of this epoch making addition to your opportunities?

Are you one of the thousands—literally thousands of dealers—who have already made application for the agency of this machine?

If not, it behooves you to get in line now.

WE ARE NOT PEDDLING THE AGENCY AROUND

THE MIAMI CYCLE & MFG. CO.

100 MOBILE AVENUE, MIDDLETOWN, OHIO

The CORBIN-BROWN SPEEDOMETER

"The Speedometer of Absolute Accuracy"

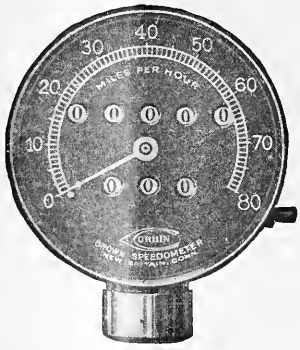
3 Out of 4

Three out of every four miles registered by motorcycle speedometers are "Corbin-Brown" miles.

Because—three out of every four speedometer equipped motorcycles carry the Corbin-Brown.

This decided majority in favor of the Corbin - Brown Speedometer was not gained until in actual test under all conditions it had proved itself in accuracy, workmanship, and durability superior to all other speedometers.

Sold and equipped by motorcycle dealers everywhere. Catalog on request.



Price **$15**

THE CORBIN SCREW CORPORATION

THE AMERICAN HARDWARE CORPORATION, Successors

NEW BRITAIN, CONN.

BRANCHES: New York Chicago Philadelphia

The Bicycling World and Motorcycle Review
Founded 1877

Published Weekly on Tuesday by the Bicycling World Company
239 West 39th Street, New York

BICYCLING WORLD, PURCHASED BY MOTORCYCLE ILLUSTRATED, TO BE CONSOLIDATED WITH THAT JOURNAL

After Having Served the Interests of the Cycle Trades for Thirty-Eight Years, Pioneer Paper in the Field Will Be Merged with the Leading Cycle Journal in America

AFTER this issue, the last as a separate publication, the "Bicycling World" becomes the property of the Motorcycle Publishing Company, publishers of "Motorcycle Illustrated," at 51 Chambers Street, New York.

The purchase has been made by the owners of "Motorcycle Illustrated" in order to merge and consolidate the "Bicycling World" with their journal. The merger of the two papers becomes effective with the February eleventh issue of "Motorcycle Illustrated."

The bill of sale covers the entire assets of the Bicycling World Company, including subscriptions, advertising contracts, copyrights, library, good will, etc., the purchase having been made outright and without any reservations whatsoever.

For nearly a year, negotiations for the acquisition of the "Bicycling World" by the publishers of "Motorcycle Illustrated" have been under way. These negotiations reached a head about the middle of last month, at which time the preliminary agreement of sale was signed by the parties to the transaction.

The purchasers of the "Bicycling World" have acquired this paper primarily to add its splendid dealer circulation to the already large trade and rider subscription list of "Motorcycle Illustrated," and thus solidly establish the latter journal's leadership in the cycle trades field. The consolidation of the two papers means a net paid circulation and, included in that, a dealer subscription list, for "Motorcycle Illustrated," far superior in quantity and quality to that of any other motorcycle or bicycle journal in the United States.

The plans of the purchasers, insofar as they affect the trade in general, and "Bicycling World" subscribers and advertisers in particular, are related in detail on the following two pages of this number.

Such of the features of the "Bicycling World" as have been especially popular with its readers, will be made to supplement the present editorial policy of "Motorcycle Illustrated." It will be the constant endeavor of the editor of "Motorcycle Illustrated" to furnish the readers of that paper with an all-comprehensive and ever-accurate and up-to-date news service covering every phase of the cycle trades and sport. The business department, on the other hand, guarantees to "Motorcycle Illustrated" advertisers by far the largest and highest quality cycle trades circulation obtainable, a specialized no-waste circulation at rates which are actually lower per thousand circulation than those paid for space in the general magazines.

TO THE CYCLE TRADES:

IT is with no small measure of satisfaction that we, the publishers of "Motorcycle Illustrated," are able to announce the purchase of the "Bicycling World and Motorcycle Review," together with our intention to consolidate the two journals. This step has been taken, and the required investment made, in order to better and more effectually serve all interests identified with the two cycle trades in America. A comparatively young, but thoroughly progressive journal is about to absorb the pioneer paper in the field, and we feel certain that the combination will promptly demonstrate that sound business judgment, and a proper regard for the best interests of both the motorcycle and bicycle trades and sport, dictated this important consummation.

The "Bicycling World" is the oldest cycle journal on the Western hemisphere. Its first issue appeared in 1877, even before the bicycle had been placed on the market. The journal kept pace with progress in its field, and soon established itself as a leader in trade thought. Soon after the motorcycle began to be considered as a commercial factor, the "Bicycling World" became the "Bicycling World and Motorcycle Review," and continued in both fields the good work it had formerly been doing in one.

Of late it became apparent, however, that the interests of the cycle trades could be better served by a consolidation of the two New York journals. Sentiment to this effect became stronger when "Motorcycle Illustrated" was converted into a weekly. "Motorcycle Illustrated" having added considerably to its strength and influence through the conversion, its owners began to give more serious thought to suggestions to purchase the "Bicycling World." The plan assumed tangible form after an investigation of the "Bicycling World's" paid circulation disclosed the fact that it totaled within a hundred or two of 5,000, three-fifths of its subscribers being motorcycle and bicycle dealers. The publishers of "Motorcycle Illustrated," feeling that the addition of this circulation to that of "Motorcycle Illustrated," already the most widely read cycle trades journal in America, would clinch the circulation question for all time, then opened negotiations for the purchase of the "Bicycling World."

This, briefly, is the history of the conditions which led up to the sale of the "Bicycling World" to the owners of "Motorcycle Illustrated." The consolidation of these two journals into one gives the trade a journal whose leadership in the field can no longer be questioned. As a result of the combination, "Motorcycle Illustrated" is placed in an undeniably strong strategic position. The consolidation produces not only just the right sort of a properly balanced circulation—one which no advertiser in the motorcycle or bicycle field can well afford to neglect—but, in addition, a material strengthening of our news service, which makes it an easy matter for the editorial staff of "Motorcycle Illustrated" to give to its readers—in and out of the trade—a thoroughly efficient and satisfactory editorial service. The essential news of both industries, feature articles of genuine interest and creative value, and a sound editorial policy will continue to characterize "Motorcycle Illustrated," to the end of keeping it as rational in its management as it is national in its influence.

We confidently feel that we can please and satisfy those who have been reading the "Bicycling World," and we know that its advertisers, transferred to "Motorcycle Illustrated," won't object to a trebled circulation.

It has always been our endeavor to give "service plus" to both advertisers and readers. We believe we are not over-confident in assuming that our latest move will assist us materially to that end.

Respectfully,
MOTORCYCLE ILLUSTRATED,
J. Leo Sauer, President.

IMPORTANT NOTICE

To Bicycling World Subscribers and Other Readers

EVERY paid subscription to the "Bicycling World" will be continued by "Motorcycle Illustrated," beginning February 11th to the date of its expiration, without further charge.

A comparison of the subscription files of the two journals shows that there are very few duplicate subscriptions, that is, names which are on the subscription lists of both journals. There are just 651 such names. To subscribers to both journals we will send "Motorcycle Illustrated" for a period equal to the total of the two unexpired terms. For example, an individual who has a "Bicycling World" subscription which has six months to run, and also a subscription to "Motorcycle Illustrated" which does not expire for six months, will receive "Motorcycle Illustrated" for twelve months. This plan will be followed on all duplicate subscriptions.

The February eleventh issue only of "Motorcycle Illustrated" will be mailed to those who are in arrears on their "Bicycling World" subscriptions. No other copies will be mailed to such subscribers unless they remit our regular subscription price of $2 per annum. To all who make payment promptly, we will start their subscriptions with our February 11th issue. In other words, the old charge, for such subscription in arrears, will be crossed off our books. That is to say, a renewal at $2, received from an old subscriber, whether his subscription expired one month or six months ago, will entitle him to a new twelve month's subscription, beginning with the February 11th issue of "Motorcycle Illustrated."

"Motorcycle Illustrated" has no complimentary subscription list. The few who have been receiving complimentary copies of the "Bicycling World," and who wish to receive "Motorcycle Illustrated" regularly, are requested to send in their subscriptions at once, so that they will receive "Motorcycle Illustrated" beginning with next week's issue. USE THE COUPON BELOW—MAIL IT WITHOUT DELAY.

TO BICYCLING WORLD CONTRIBUTORS AND CORRESPONDENTS

AS it will be the aim of the purchasers of this journal to maintain a comprehensive and up-to-the-minute news service for the bicycle field—in addition to the regular departments of "Motorcycle Illustrated"—bicycle correspondents are requested to continue sending the news of their districts promptly as it develops. Where a correspondent has been supplying news to both "Motorcycle Illustrated" and the "Bicycling World," the readjustment will be made automatically, but in cases where a contributor of bicycle material is not on the books of "Motorcycle Illustrated," he should drop a line to the editor of the latter journal without delay in order that arrangements may be made for a continuance of the news service on a mutually satisfactory basis. Kindly attend to this matter at once.

In preparing bicycle, as well as motorcycle, material keep in mind this editorial slogan: **"If it's news we want it."** Long articles can rarely be used unless they are of special interest, and well illustrated. Shorter items, generally speaking, are more welcome; and they are much more likely to be used without delay, owing to the greater ease with which they can be accommodated in a journal that is always crowded. So keep your articles short, pithy, newsy and instructive in tone.

If you have a good, **clear** photograph to accompany an item, by all means send it; but if the photograph is cracked, hazy or otherwise unsuitable for reproduction, you will save time and stamps by discarding it. Striking photographs are always in demand, but owing to the great number which come to hand each week, only the best pictures can be used. All photographs should be accompanied by **sufficient postage to carry them** if they are to be returned.

MOTORCYCLE ILLUSTRATED

51 Chambers Street, New York

Enclosed find Two Dollars for a year's subscription to MOTORCYCLE ILLUSTRATED (52 issues), beginning with your next number.

NAME .....

STREET ADDRESS .....

If a Dealer, check here. ☐

TOWN AND STATE .....

TEUBNER STARTS BUSINESS IN DAYTON

Well-Known Racer and Indian Salesman Heads Company Which Will Handle the Wigwam Line in Ohio City

AFTER three years of experience in the Great Wigwam, and among the trading posts in Pennsylvania, Kentucky and Ohio, W. J. Teubner, one of the most popular Indian field representatives, has become chieftain of the Dayton Tribe.

The sign now over the door at 208 North Main street reads: "W. J. Teubner & Co., Indian Motorcycles." Dayton is the base of the selling operations which extend over three contiguous countries. Starting with a clean slate, the new firm is located in the heart of the business district, and the store, which is 25 by 75 feet, has been entirely remodelled. A rear entrance has been provided for the service department, which will be in the expert charge of Mel Muma.

First-class parts service, both for current and old models, will be given, and as a sideline bicycles will be stocked. At all times a full line of Indian motorcycles will be well displaped, as well as accessories suitable to this make of machine.

A regular reception, with all the attendant frills, will mark the formal introduction of the new firm to the many enthusiastic motorcyclists of Dayton.

It was about ten years ago that the motorcycle and "Smiling Bill' Teubner first became acquainted—an acquaintance which soon ripened into a firm and lasting friendship of the most intimate sort. The racing bug soon got hold of "Bill" and he gradually developed into a shining star, reaching his zenith at the Philadelphia F. A. M. meet in 1910, where he captured the 15-mile manufacturers' championship and the G. & J. trophy, the largest cup ever offered for motorcycle competition. But this was only the "daddy" for the string of cups and other prizes that followed, for if any one were to peep into "Bill's" room at home he would find a splendid collection of cups, medals and trophies.

After entering in the Wigwam, Teubner decided that the racing game led to no permanent and stable future, and he started in the sales end. He has achieved success and enters his new venture with a splendid stock of knowledge and the best wishes of his many friends.

NEW MOTOR VEHICLE BILL BEFORE NEBRASKA SOLONS

CENTRAL CITY, Neb., January 27.—News from the State House at Lincoln is to the effect that a new motor vehicle bill is before the House. It was introduced by Representative Dalby, who is president of the Nebraska Good Roads Association, and it is taken for granted that any measure sanctioned by him will prove acceptable to the motorists.

The bill provides a fee of $2 for motorcycles, $3 for private owners of motor cars, $5 for each taxicab, commercial truck or dealer's car. This indicates a raise over the old rates, which were one dollar for motorcycles and two dollars for all cars. But there is some consolation in the fact that the bill provides for giving $1.50, $2 and $4, respectively, from each of the new rates, to the county boards to be used for dragging and otherwise improving the highways. The balance is to be used by the State for providing number plates and to defray other incidental expenses. Heretofore each owner had to provide his own number plate, of the size and color prescribed by law. In spite of the increase in fees it is believed that the bill will not be opposed by motorists, in view of the fact that road improvements are sorely needed throughout the State, aside from the main-traveled highways.

Magill in Michigan

D. A. Magill, the hustling Indian traveler connected with the Chicago wigwam, is now out on a trip through the Michigan territory. Bay City will be included in his itinerary and he expects to be in that city in time for the big annual banquet of the Bay City Motorcycle Club.

Pope Sidecar Outfits Used in Delivering Parcel Post Packages in Miami, Fla.

Continued Riding Until Mercury Dropped to Twenty Below

J. B. Hardy, who uses a Harley-Davidson motorcycle in Dawson, Yukon Territory, Canada, appears in the accompanying illustration. He received his mount on June 20, 1914, and used it nearly every day until December 10, his mileage being no less than 3,000, mostly over very bad roads. Mr. Hardy states in a letter that he did not lay the machine up for the winter until the mercury dropped to 20 below zero.

Ingenious Sewing Machine Salesman Makes Use of Sidecar

Birmingham, Ala.—E. J. Anderson, of Ensley, a suburb of this city, has increased his sewing machine business by covering his territory with a Harley-Davidson motorcycle and a specially constructed sidecar. Anderson has taken the body off the chassis of the regular sidecar and has built a substantial platform of oak, fastened with cleats that are held down with thumb-screws. He has ample room to put on this body two sewing machines, which he fastens securely to the oak bed by the thumb-screws. His arrangement of the oak body is such that it can be easily taken off the chassis and the regular sidecar body immediately substituted.

Kerans Is Victor Sales Head

Cincinnati, O.—H. R. Kerans, formerly office manager for the Victor Lamp Company of this city, has been appointed manager of sales for the company. Mr. Kerans' connection with the Victor firm is one of long standing, and it goes without saying that he is well qualified to fill his new position.

More Legal Protectors

Chairman Johnson, of the F. A. M. Legal Action Committee, has announced the following appointments to the ever-growing list of F. A. M. attorneys: E. Y. Smith, of Sioux City, Ia.; Geo. H. Allard, Jr., of Lowell, Mass.; Alvan H. Clark, of Hopkinsville, Ky.; Harry H. Ankeny, of Lincoln, Neb.; Richard C. Swing, of Cincinnati, Ohio; C. H. Wade, of Fostoria, Ohio.

Miss Crewe in Florida

Jacksonville, Fla.—Miss Della Crewe, who is making a trip around the world with her Harley-Davidson sidecar combination, arrived in this city recently. She brought her outfit from New York on one of the Clyde line steamers.

INDIANA EXHIBITORS ARE LINING UP

Officials in Charge of Cycle Show to Be Staged in Indianapolis February 25—27 Believe Space Will Be at a Premium

INDIANAPOLIS, Ind.—Officers of the Indiana Cycle Show Association have mailed out several hundred letters and circulars concerning the coming show, which is slated for February 25-27, in Hume Mansur Garden, and the responses lead to the conclusion that the affair will be a huge success.

There are strong indications that the lineup of exhibitors will fill all the space counted upon, and that the attendance will be up to all expectations. The entire state of Indiana is interwoven with interurban lines which all terminate in Indianapolis, so that dealers and riders from all parts of the state will be able to visit the show without encountering transportation difficulties. Again, Hume Mansur Garden is centrally located in the city.

The association has elected two more prominent members of the trade to the board of directors: F. L. Willis, of the Hearsey-Willis Company, and Mr. Byerly, of the Gus Habich Company. Mr. Willis has long been a well-known figure in cycle trade circles, and Mr. Byerly is recognized as one of the most earnest workers in the city for the advancement of both the motorcycle and bicycle fields. The full list of directors is now as follows: F. I. Willis; B. F. Harding, of the G. & J. Tire Company; G. H. Westing, president of the G. H. Westing Company; Harry L. Dipple, of the H. L. Dipple Company; A. C. Byerly, of the Habich Company; J. H. Kinney, of the J. H. Kinney Company. This board will act in an advisory capacity, and in addition to exhibiting their own wares, its members will be prepared to extend the glad hand to the state dealers and other trade men who attend the show.

February 10 is the latest date for obtaining space in the show. Applications received after that date cannot be acted upon.

REUNION OF MOTORCYCLISTS TO BE BIG EVENT

WHEELING, W. Va.—A reunion of motorcyclists is to be held in this city on August 23 and 24. J. Landon Bier, president of the Wheeling M. C., which is planning the event, has completed the program for the reunion and invitations have been sent to the different clubs in Ohio, Pennsylvania and West Virginia. Requests have also been sent to the different factories to have representatives here during the affair. The motorcyclists of this vicinity have fallen in with the project, and with interest increasing daily, it is expected that this program will be one of the biggest events of the kind ever held in this city. The program will consist of a hill-climb, endurance run, road race, parade, smoker, track races and a banquet at one of the local hotels.

Selling the C. & G. Seat

New agencies which have been closed by the E. U. Scoville Co., Manlius, N. Y., the manufacturers of the C. & G. twin seat, include three in New York City. These are the Harley-Davidson Sales Company, of 533 West 110th street, the New York Sporting Goods Company, of 15 Warren street and 210 West 75th street, and the Gotham Sporting Goods Company, of 57 Warren street. In addition to these representatives, the Scoville firm announces the following rider-demonstrators who will cover Brooklyn and New York City: C. M. Du Puy, 157 Chestnut street, Brooklyn; John J. Cox, 148 West 99th street, New York, and W. Stuart, of 15 Warren street, New York.

Indian Agents in Norfolk

Norfolk, Va.—Gregory Brothers & Anderson will hereafter handle the Indian for this city and the surrounding territory, from their headquarters at 118 West City Hall avenue. Their territory includes Princess Anne, Norfolk, Nansemond, Isle of Wight, Elizabeth City, York and Warwick counties. The Gregory brothers, Mark and Albert, are well known in the racing field in the South, while J. Boyd Anderson is also a speedster of considerable mark. All three were prominent in the Indian camp at the big Savannah race on Thanksgiving Day.

A Point for Speeders

Sacramento, Cal.—It is held by the courts in this State that the violation of a municipal speed ordinance is conditional evidence of negligence on the part of a rider on a machine, whether the ordinance is specially pleaded or not. Evidence of the existence of the ordinance and its violation are admissible under the general allegations of negligence in suits for damages arising from collisions.

Club Appoints "Trouble-Shooters"

Wheeling, W. Va.—At a recent meeting of the Wheeling M. C., held in their quarters on Fourteenth street, elected four road officials and three "trouble shooters" as part of the staff of the organization. Carl Schnaberger, J. P. Wasmuth, Walter Ripley and Fred Myers compose the road staff, while Otto Ritz, Charles Leiphardt and A. C. Davis constitute the trouble men. The latter look over the machines before the riders start out on long runs, and effect any necessary repairs at the start and during the trip.

Hendersons for Post-Office

Pittsburgh, Pa.—The local post-office department has purchased two Henderson motorcycles with sidevans, to be used in general postal work. The outfits were sold through the efforts of the Henderson dealer at Pittsburgh.

Portland Has New Agency

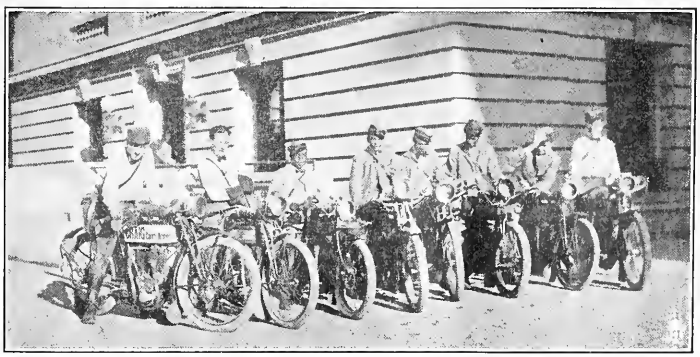
Portland, Me.—The Motorcycle Shop is the name of a new agency selling Harley-Davidson machines, which has been opened here recently by Clifford C. Jordan and Robert S. Tinkham. The store is on one of the principal business thoroughfares and there are now on exhibition a number of the 1915 machines. Tinkham is an expert repairman who has had experience on all makes of machines.

Lejeal Coasts Both Ways

Erie, Pa.—The dream of the boys in this town has finally been realized, for they are watching C. H. Lejeal, a local motorcycle dealer, coast both up and down hill. Lejeal has constructed a motorbob which hundreds of skaters on one of the lakes here have seen develop between 40 and 45 miles an hour over the frozen surface. Lejeal's sled has an Indian motor placed in the rear, and the passengers sitting in the front can thus avoid the snow and ice thrown by the wheel.

A Successful Mission

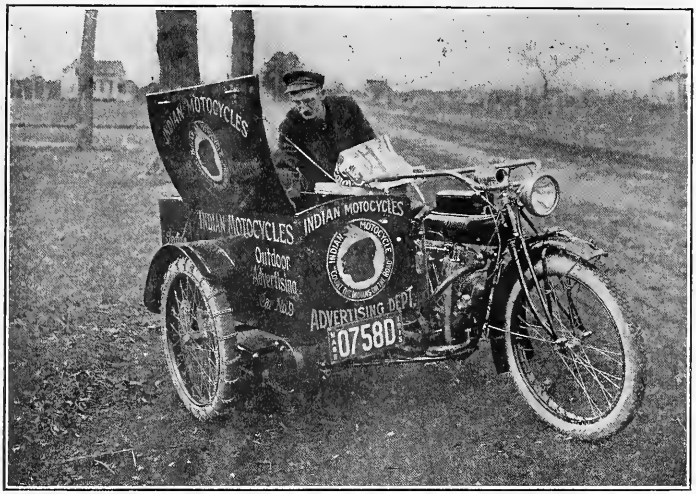
Akron, O.—President B. G. Work, of the B. F. Goodrich Co., returned from England recently, after a trip of one month in the interests of American rubber manufacturers. His mission was with regard to the embargo placed on crude stock by the British Government, and he achieved success in getting the embargo raised. He gave in detail the results of his trip at a meeting of representatives of some of the largest rubber interests at the Union League Club on the afternoon after his arrival in New York.



Special Delivery Carriers Attached to the Los Angeles Post Office

FLEET OF BILL-POSTING INDIAN VANS

Hendee Company By Way of Opening Big Outdoors Publicity Campaign Lines Up a Small Army of Experts



OUTDOOR publicity will be an important part of the advertising campaign of Indian motorcycles by the Hendee Mfg. Company, Springfield, Mass., this season.

The illustration shows one of the fleet of advertising cars which will cover the country visiting Indian dealers and cooperating with them in local outdoor advertising and store decoration. J. B. Brady, who now is calling on Indian dealers with Car No. 9, is an expert window trimmer and outdoor sign man of many years' experience, and has been connected with some of the largest outdoor advertisers in the country.

Each car is well stocked with outdoor signs advertising Indian motorcycles, this display matter being attached to barns, fences, trees and any other points of vantage. Indian dealers are receiving advance cards from the outdoor advertising squad, notifying them of the date when one of the publicity cars will reach their city or town. On arriving in a town, the ad. man immediately gets in touch with the Indian dealer, arranges to thoroughly post the town, and to compose an attractive window display for the dealer's store.

If there is a fair in progress in the town when the ad. man arrives, he will assist the dealer in arranging an attractive exhibit. He will also suggest to the dealer ideas for obtaining valuable free publicity.

When traveling between cities the ad. man has carte blanche in the posting of advertising matter and Indian publicity.

FORD JOINS WOOD IN HARLEY-DAVIDSON SALES

ANNOUNCEMENT is made by G. E. Wood, proprietor of the Harley-Davidson Sales Company, of New York, that hereafter the company will be a partnership consisting of himself and W. A. Ford, of White Plains. The agreement was come to several days before the New York Show, but for various reasons an announcement was not forthcoming until the present time. In Mr. Ford, Mr. Wood gets an active associate of rare business ability, who has been in the retail motorcycle field for a number of years, as well as in the automobile line. The new partner will continue his Harley-Davidson representation in White Plains as well as taking an active interest in the New York establishment at 533 West 110th street.

Manager Gene Coughlin, of the Sales Company, states that answering numerous inquiries concerning the Mesinger-Whitney lighting system is consuming much of his time at the present. The Harley-Davidson three-speed twin, which was shown at the Mesinger-Whitney stand at the Grand Central Palace was snapped up by the Larchmont (N. Y.) police department as soon as the show was over, and another model, similarly fitted, is to be delivered to the New Rochelle force. The Sales Company is agents for this electric lighting system in New York City.

Saved $10,000 on Tires

The Goodyear Tire & Rubber Company, of Akron, Ohio, which for a long time has been advocating what they call the "science of tire care" had demonstrated to them the great value of this care when the experience of an extensive user of motor vehicles was brought to the knowledge of the factory. By means of following out the rules laid down by the Goodyear company it is estimated that over $10,000 was saved to this user of tires in one year.

Lima Club Files Papers

Lima, O.—Papers have been filed with the Secretary of State for the incorporation of the Lima Motorcycle Club, of this city. As the organization is for the mutual benefit of riders and dealers in Lima, no capital stock is given in the charter. John P. Guthrie is the chief incorporator.

100-Mile Race for Galesburg on July 5 Already Sanctioned

Galesburg, Ill.—Announcement is made that the District Fair Association has already obtained a sanction for the big 100-mile race to be staged here on July 5, and racing fans throughout this district are rejoicing as a result. Big purses will be hung up, and there are indications that a strong field of riders will again be attracted.

Bronx Meeting is Scheduled for Evening of February 9

The next meeting of the Bronx (N. Y.) Motorcyclists' Association will be both of a business and social nature, and is scheduled to be held in the Red Room of the Lohden & Schultz Hall, 177th and Third avenue, February 9.

The business to be discussed will consist of the adoption of laws relating to the election and duties of officers so that permanent officers can be chosen. The social part of the program will be made up of an entertainment, dancing and refreshments.

Crotona Club Entertains 300 Guests at Annual Ball

"An unqualified success" was the phrase used to express the opinion of the 300 guests who attended the third annual ball of the Crotona (N. Y.) Motorcycle Club, held at the Hunts Point Palace, on Saturday, January 30. There were representatives from many of the prominent clubs, including the Progressive, Concourse, Bronx County, and Yonkers. The grand march was led by President and Mrs. John Paff, followed by John T. Welch and Miss E. Durr, Treasurer Ben Goldstein and Miss Munch.

No Slack Period for This Motorcycle Company

St. Louis, Mo.—Typewriters and talking-machines form effective side lines for the Knight Motor Company, of 211 North Twelfth street, this city. The firm, which has the distributing agency for the Excelsior and Reading-Standard machines for St. Louis and vicinity, has been dealing in rebuilt typewriters for a number of years, and between the various products has a continuous good season for the full twelve months of each year.

Buffum Signs Up a Hardy Canadian Traveling Man

Toronto, Ont., January 25.—One of Canada's famous motorcyclists, Henri de La Barre, has been engaged by Manager Buffum, of the Canadian factory of the Hendee Mfg. Company. La Barre is one of the motorcycling pioneers of the Dominion and is noted for his hardiness. He is a French-Canadian of the characteristic Habitant style, and it is understood that he will tour through Quebec and other French-Canadian sections of the country in the interests of the Hendee company.

DEALERS FORM PERMANENT ORGANIZATION

Herman Bumiller Heads New Association Formed by Progressive Trade Men of Cincinnati; All Dealers in State Eligible

CINCINNATI, O., Jan. 29.—A permanent organization, under the name of the Motorcycle Dealers' Association of Cincinnati, has been formed by local dealers, and officers have been elected as follows: President, Herman Bumiller, of the Bumiller Co., Indian agent; vice-president, Ed. Brendamour, of the Brendamour Sporting Goods Co., handling the Excelsior; secretary, A. Boesche, Thor; treasurer, R. C. Nepper, president and general manager of the Remelin Co., which will handle the Cyclone. These officers, with John Mast, the Harley-Davidson representative, will form the Board of Directors.

This action was taken at a meeting held on Tuesday afternoon of last week. All of the principal matters to be incorporated in the constitution of the organization were decided upon, and a committee to draft a constitution and by-laws in accordance with the ideas expressed by the members was appointed. For a time—especially until a decision is reached as to whether to hold a motorcycle show, or a joint opening week participated in by all of the dealers and advertised co-operatively—meetings will be held weekly, but monthly meetings will be the rule thereafter. Sentiment is strong in favor of some such special effort just before the opening of the season, but its exact form is still open.

A significant feature is that the membership of the association is not to be limited to Cincinnati dealers. In fact, the charter members include every dealer in the city, these being, besides those mentioned. Ferd Stenger, the Flying Merkel agent; Schuster, of the Dayton; and Littinger & Tomoor, who handle the Henderson. All of these except the last-named firm were present or represented at the meeting on Tuesday, and the Henderson dealers asked that they be considered as present and indorsing the action of the other dealers. The constitution will provide that "any motorcycle dealer in the State of Ohio having a permanent place of business" may become a member, which indicates a possible State-wide scope for the organization, if dealers outside of Cincinnati accept the invitation to join.

HOODOO ACTIVE AT SIX-DAY RACE

Lawson and Hill Both Fail to Start While Kaiser Withdraws After Bad Spill; Thirteen Teams Finally Get Away

CHICAGO, Ill.—January 30.—Hard luck seemed to be the portion of the six-day racers at the International Amphitheatre here. The boys were started by Mayor Carter Harrison on Thursday night last, thirteen teams only awaiting the mayoral pistol. There was trouble before the start and during the opening laps of the affair.

Fred Hill, the Boston rider, led off the list of non-starters by getting an attack of pneumonia on Thursday afternoon. He was removed to the Cook County Hospital, where his condition is reported today as critical. The surgeons found that he also had cirrhosis of the liver. Iver Lawson, the Swede from Salt Lake City, was stricken with bronchitis and was forbidden to start by his physician. Eddie Root, who was Lawson's team-mate, paired up with Gordon Walker, who was to have ridden with Hill.

Ten minutes after the thirteen riders had been given the starting gun, Harry Kaiser blew a tire and came off heavily, necessitating his withdrawal two hours later. McNamara also went down with Kaiser and tore the nail from one of his fingers.

The riders were kept on the jump during the first few hours by many primes given by the management and by the Chicago sporting and business men. Drobach, Piercey, Egg, Moran and Corry were the winners of the first five primes. Following were the teams starting, the first man leading off at the gun for each team: Reggie McNamara and Jimmy Moran, Francesco Verri and Oscar Egg, Eddie Root and Gordon Walker, Harry Kaiser and George Cameron, Peter Drobach and Charles Piercey, Frank Corry and Clarence Carmen, Worth Mitten and George Wiley, Menus Bedell and Bobby Walhour, Gus Wohlrab and Martin Ryan, Victor Linart and Marcel Dupuy, Joe Kopsky and George Columbatto, Rudolph Rudi-Russe and Julian Provost, Norman Anderson and Norman Hansen.

SQUAD OF 16 CYCLE POLICE FOR BALTIMORE

BALTIMORE, Md.—This city will have a squad of bicycle policemen within ten days. The sixteen men who will compose the corps of mounted men have been selected by Marshal Carter and they will be instructed in their new work as quickly as possible. The men will be assigned to the suburban sections, where the posts are long and dreary. The squad will be divided into two shifts of eight men each, one to work from 4 o'clock in the afternoon until midnight when the other will go on duty and work until 8 o'clock in the morning. This arrangement will provide protection for the outlying districts at all hours of the night.

Booths have been erected at certain points on the posts and telephones have been installed in them, so that the men will be able to keep in more frequent communication with the station house than the present unmounted patrolmen are able to do. The idea of bicycle policemen is new to Baltimore, but the police officials are confident that the experiment will prove such a success that the squad will be enlarged and every suburban section taken under their wing for protection.

Sprint Races Slated for Berlin Sport Palace Despite the War

G. Bacheimer, the American representative of *Rad Welt*, the well-known German cycle publication, has received a letter from the Berlin office of the paper with regard to racing in Germany's capital city. The communication states that sprint races will be held in the Sport Palace as usual, in spite of the war.

Headliners in these events are Walter Rutt and Lorenz, these champions being slated to compete against Janke, Arend, Peter, Saldow and Stellbrink, among others. All the riders have been drafted in the army, but have been given leaves of absence to compete in the races. Rutt is scheduled to drive a motor car, and Saldow has applied for a similar appointment. Lorenz belongs to an infantry regiment.

More Bicycle News Will Be Found on Page 23.

MANY PEOPLE WITH FAT WALLETS ARE STILL FIRM FRIENDS OF THE BICYCLE

DETROIT, January 29.—Four Detroit motorcycle and bicycle stores are carrying almost as large stocks of bicycles now as was the custom before the automobile came on the stage. The W. E. Metzger Company, which has been in the bicycle business for a quarter of a century, has just renewed its contracts with the Pierce and Yale companies. The Metzger also handles the Cleveland, the Bluebird juvenile and a line of jobbing wheels. It carries a good many drop-frame ladies' wheels in stock.

"We sell bicycles to a good many wealthy families," said H. D. Purinton, manager of the bicycle department of the company. "I find that though these people own automobiles, the younger members of the family like to have bicycle rides, along with their golf and tennis, as means of exercise. The automobile is all right for long trips, but it does not afford the exercise and recreation that a bicycle does."

Contractors are so slow with the work of the new building for the Metzger store at 501-503 Woodward avenue that it is probable the company cannot get into it before March 15. This is the second time the date has been postponed. February first originally was set, then March first. As March, April and May are the three busiest months in the bicycle business, it is probable the Metzger company will do most of its business in the old store until May 1, when the lease expires, as to move in the height of the busy season would be ill-advised.

The William E. Wandersee Company has three old-time lines of bicycles, the Dayton, Racycle and Iver-Johnson, besides a line of nameplate wheels for the jobbing trade. John H. Trossel carries a complete stock of Reading-Standard bicycles, as well as R.-S. motorcycles. The Haverford Cycle Company, of course, makes the Haverford its leader, but also carries the Excelsior, for which it has the State agency. It has two jobbing lines, the Hudson and Lenawee.

Up to 1914 the bicycle business was steadily increasing, according to these dealers, though owing to changed conditions not nearly as much attention was paid to it as in the old days. The years 1910, 1911, 1912 and 1913 all were good, each succeeding one bringing more bicycle sales than its predecessor. Business conditions in 1914, supplemented by the effects of the war, caused a decline. But all the dealers are ready for a revival in 1915.

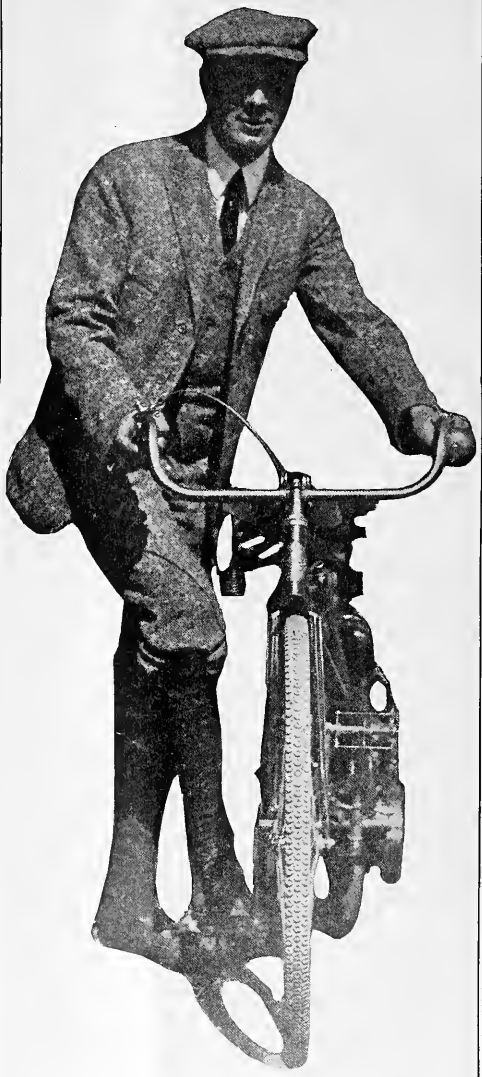
MILWAUKEE DEALERS SAY INDICATIONS POINT TO ACTIVE BUSINESS IN 1915

MILWAUKEE, WIS.—Local dealers in bicycles express unusual optimism regarding sales for 1915. The concensus of opinion is that the feeling of financial depression affecting other lines of business is going to be a big factor in boosting bicycles as popular vehicles both for business and pleasure.

This year promises to be a good one for bicycle sales if the predictions made by Milwaukee dealers are fulfilled. "The bicycle is coming into its own again," said Fred Clark, of the Badger State Motorcycle Co., 2220 Meinecke avenue. This firm is the agent for the Iver-Johnson and Reading-Standard motorcycles and also handles the Iver-Johnson bicycle. According to Mr. Clark the Badger company contemplates putting in the Reading bicycle to fill out its line for 1915. "The bicycle business has always been good with us," Mr. Clark states, "but we look for an unusually good year on account of the financial condition of the country. There are some men who have not been working steadily this winter that figured on buying motorcycles who will buy bicycles instead. But they are the surest kind of motorcycle prospects just as soon as they have the money."

Over on the south side is the Mueller Cycle Company's main store. A. G. Mueller is the Harley-Davidson dealer and he has a branch on the north side also. Mueller handles the Great Western line, besides several others with his own nameplate. "The future of motorcycle sales lies largely in the present sales of bicycles," says "Goodie" Mueller. "There is growing a great future for the bicycle in the commercial field. Many merchants have a light delivery service over a small territory, a proposition which would not pay with a motorcycle. Here the bicycle would be just the thing."

BILLY CAHN IN HIS NEW DEMONSTRATING SKETCH—"ISN'T IT SIMPLE?"



"BILLY" CAHN, the metropolitan representative for the Smith Motor Wheel, was one of the pioneer tire men in the bicycle industry. Over 20 years ago he introduced the pneumatic tire into the United States, being then the American representative of the Dunlop Tyre Co., of Coventry, England. He was for years the official Clerk of the Course in all L. A. W. meets and retired from the cycle field on the dissolution of that body. He resumed connection with the industry when Arthur L. Garford, of Elyria, O., acquired the American rights for the Wall Auto Wheel and with him promoted the Motor Wheel in this country in 1913. Cahn may be seen daily on the Brooklyn Bridge demonstrating the road ability and simplicity of the Smith product.

The Bicycling World and Motorcycle Review Founded 1877

PUBLISHED EVERY TUESDAY BY

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Contributions concerning any subject of bicycling or motorcycling interests are invited and, if acceptable, will be paid for; or, if unavailable, will be returned provided they are accompanied by return postage.

Entered as second-class matter at the New York Post Office.

NEW YORK, FEBRUARY 2, 1915

VALEDICTORY

THIRTY-SEVEN years have elapsed since "Bicycling World" started its career in the city of Boston, and during those thirty-seven years the world has witnessed a rise, decline and subsequent revival of an industry which has left a lasting influence upon many phases of our industrial development.

With the introduction of the bicycle came the demand for good roads, and it is no exaggeration to say that the bicycle did more than any other single influence to establish a higher standard of road building in this country as well as abroad.

The problems of construction demanded by the bicycle resulted in a wonderful advance in the selection of material of maximum strength and minimum weight, and it was the bicycle for which the pneumatic tire was invented and perfected, this being an invention without which the great automobile industry could hardly have made any great advance.

Aside from the mechanical and road-building advances which are attributed to the bicycle may be mentioned the great impetus which cycling gave to outdoor life, which revolutionized the popular conception of the holiday. It gave to all of its votaries a wider horizon, increased lung power and redder blood.

After passing through a period of unparalleled popularity, the pendulum swung in the later 90's, until the bicycle became almost a rarity, and from which position it has increased year by year in its second growth, which is based on a firm, substantial basis of utility and which cannot pass away as did the earlier popularity.

Through all of this history of the bicycle, "The Bicycling World" has been its most earnest advocate and most faithful exponent. It has shared the prosperity of the periods of popularity, and it has shared the lean years of adversity.

When the motorcycle was first introduced it was "The Bicycling World" which took it up and hailed it as a worthy offspring of the cycling industry. This periodical pointed out from time to time the lines along which this new "motor-driven bicycle" should be developed, and in most cases its prophesies have been fulfilled. It was in the early days of this motorcycle development that the words "Motorcycle Review" were added to the historic title of "Bicycling World."

With this issue "The Bicycling World and Motorcycle Review" ceases to be an independent publication and will merge its identity with that of "Motorcycle Illustrated."

While some may regret to see the historic title merged in another, yet there can be no thought but that this is for the best interests of the industry, and the new owners have so far shown themselves to be capable, efficient and well-intentioned, and we feel that this consolidation of interests will, and can result only in the formation of a cycling journal which will be strong enough to speak in no uncertain tones on behalf of the great and growing cycling industry.

THE BICYCLING WORLD,
F. V. Clark, Manager.

TO THE CYCLE TRADES:

The Consolidation Number of "Motorcycle Illustrated," that is, the first number having the combined circulations of the two journals, will be issued Thursday, February 11th.

MOTORCYCLE ILLUSTRATED
51 Chambers St., New York

WHAT THE MANUFACTURERS ARE DOING

HARRIMAN HANDLES INDIAN ADVERTISING

Expert Who Has Directed Hendee Publicity Campaigns in Past Will Hereafter Make Factory His Headquarters

SPRINGFIELD, Mass. January 29.—R. L. Harriman, of New York, assumed the duties of advertising manager for the Hendee Mfg. Co. this week. Mr. Harriman comes from the Frank Presbrey Co., of New York, which has handled the Hendee advertising account for several years. Since the Presbrey Co. assumed the direction of Indian advertising, the campaigns have been planned and executed under the personal supervision of Mr. Harriman, who therefore is thoroughly familiar with the product and its publicity requirements. His long experience in the advertising field, during which time he has successfully directed many important campaigns requiring executive ability and expert knowledge of merchandising, render him eminently qualified for the important duties of his new office.

The selection of one of the big men of the Presbrey staff by the Hendee company for the responsible post of advertising manager forecasts a publicity campaign that will exceed in scope and magnitude the already notable efforts of the largest manufacturers in the industry. It reflects the importance with which the Indian people regard the relationship of advertising to the successful marketing of their product. By reason of his frequent visits to the factory as a member of the Presbrey staff Mr. Harriman is not a total stranger to his new associates.

SCHUTT COMPOUND IS AUTOMATIC PUNCTURE CURE

SCHUTT BROTHERS, of Homestead, Fla., are bringing out an automatic puncture compound for pneumatic tires of all sizes. This compound, known as the "Purple Wonder," is to be put inside the inner tube in a proportion equal to seven per cent. of its capacity. The tube is then inflated, when the compound becomes a thin layer of fluid around the inside of the tube, and covering the bearing surface. On a puncture occuring, the air within forces the compound into the hole, filling it and completely stopping it, it is stated.

The Schutt compound requires no alteration of tire, tube or mechanical conditions and involves no change in the air-pressure within the tube. It is guaranteed to stop air leakage caused by all ordinary punctures and will not cement the tube to the casing; nor will it injure the composition of the rubber in the inner tube, according to the claims of the inventors.

Shipping Machines Abroad

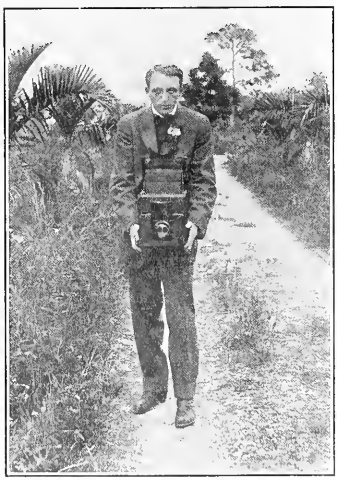
Detroit, Mich.—Advices from the Henderson Motorcycle Co. are to the effect that orders have been received of late for motorcycles to be shipped to Sweden, Portugal and other neutral countries.

To Make Motorcycle Clothing

From Baltimore, Md., comes the announcement that the Motor Clothing Company, of that city, is going into the manufacture of motorcycle clothing with a full line. The firm's experience in supplying high-grade and up-to-the-minute garments for automobilists, has placed it in an excellent position to cater for the trade of the motorcycle owner.

ROSENKRANS HITS PHOTO TRAIL ONCE MORE

IT is doubtful if any single worker in the publicity field has done more to acquaint readers of trade journals and newspapers with the general advantages of the motorcycle than L. Rosenkrans, popularly known as "Rosy," who appears behind the



Rosenkrans Ready for Business

rapid-firer in the accompanying photograph. For years past, off and on, "Rosy" has been engaged in taking pictures of motorcycles for publicity purposes, and for that reason the announcement that he has associated himself with the Smith Motor Wheel manufacturers will hardly come as a surprise.

Rosenkrans is now in the South with his faithful camera, his aim being to snap riders of the Smith Motor Wheel in all the interesting positions and locations possible. The accompanying picture proves that he is thoroughly at home with the publicity weapon, despite the fact that his work of late has kept him away from photography.

ASH AND PINEAU ON ROAD WITH MOTOR BICYCLES

BUFFALO, N. Y.—Just what the Miami Motor Bicycle can do is being demonstrated by Sales Manager J. W. Ash and C. F. Pineau, of the Miami Cycle & Mfg. Co., who are both here in Buffalo. Messrs. Ash and Pineau can be seen riding the little lightweights on Main street, amid the admiration of all spectators and equally substantial gratification in the way of orders. Manager Ash is riding the show model of the machine, while Pineau has one of the test models.

Pineau, it will be remembered, was one of the Flying Merkel riders who "did things" on various dirt tracks this summer and handles the little mount with extraordinary ease. Both Miami men will leave here in a few days and travel to Columbus, Cleveland, Toledo, Detroit, Indianapolis and Chicago, repeating their performances. From all indications, the sales of the Motor Bicycle will be far beyond the expectations of the Middletown factory folks.

Boston Auto Show Is Scheduled for March 6-13

Boston, Mass.—The Boston Automobile Show, which is an annual fixture, and at which motorcycles are regularly exhibited, will be held on March 6 to 13 at Mechanics' Hall, Huntingdon avenue. Chester I. Campbell, who has managed the show for the past ten years and who has recently been elected mayor of Quincy, Mass., will be in charge.

War Office Takes Over Sturmey-Archer Plant

The British War Office has taken over the entire plant of Sturmey-Archer Gears, Ltd., in order to supply the various forces with Sturmey-Archer three-speed hubs for both bicycles and motorcycles. The yearly capacity of the factory is close to 125,000 hubs and it is the intention of the government to double the capacity during the continuation of the war.

The Sturmey-Archer coaster hubs are handled in this country by the Cycle Mfg. & Supply Co., of 180 North Dearborn street, Chicago, Ill.

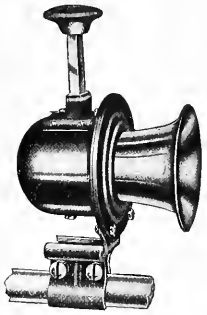
CLERO HORN IS EXTREMELY SIMPLE

Motorcycle Hand Signal of New Design Has But Three Moving Parts and is Guaranteed Positive in Operation

EXTREME simplicity in construction and operation, as well as a positive tone under all conditions of service, are marked features of the Clero motorcycle hand horn, the product of the Fitzgerald Manufacturing Company, of Torrington, Conn. Exclusive of the vibrating diaphragm, there are but two moving units in its construction, these being the plunger and the ratchet elements, the latter operating on the diaphragm to produce the tone.

The Clero horn has a cylindrical body with domed end and is formed with one element of the circular diaphragm casing at its front end. The other element of the casing forms the rear of the bell or projector, the diaphragm being held between the two elements by screws which connect the projector to the body of the horn. In the lower part of the body is fitted a pivot on which rotates the ratchet device by means of a suitable step-bearing. The ratchet device is in the form of a bowl or pot on whose rim are formed ratchet teeth in a radial position. Projecting vertically from the center of the bowl is a worm or screw which works in a nut fastened to the lower end of the plunger shaft.

The plunger carries a pad or "button" on its upper end and works in a guide fitted in the upper part of the body. This guide projects well into the bowl of the ratchet device, but is not attached thereto. Between the lower part of the guide and the



Clero Motorcycle Hand Horn

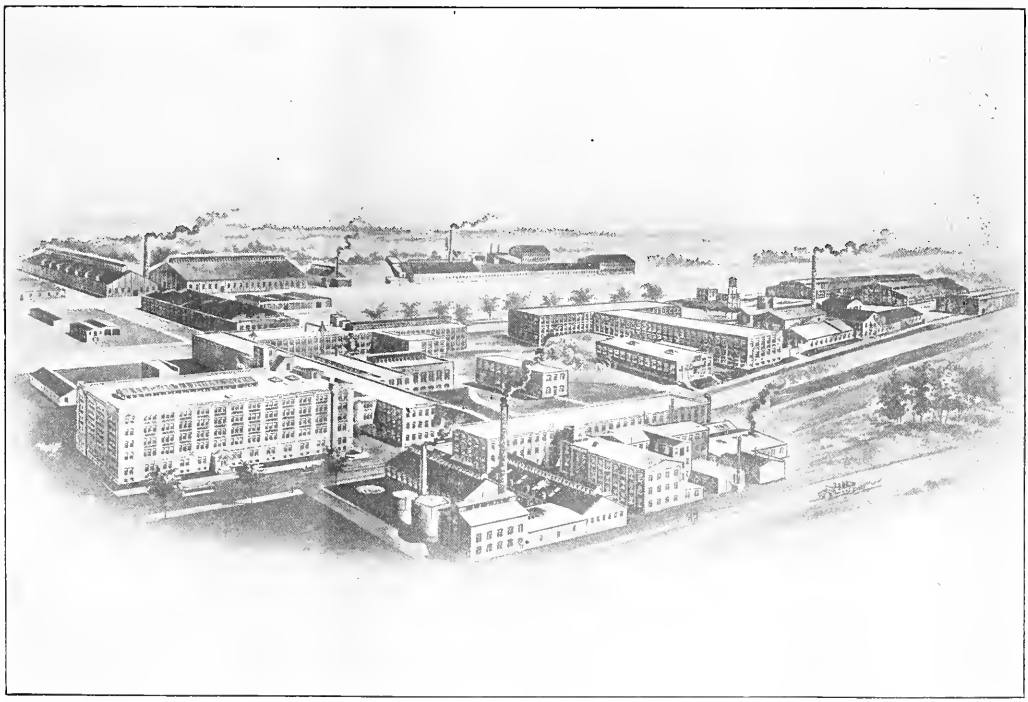
lower end of the plunger is fitted a spiral spring which serves to return the plunger to its uppermost position when the rider releases the pressure on the pad. The guide is held firmly in place by an attachment fitting to the outside of the body.

The diaphragm is pierced at its center and carries there a screw with a suitable point for engaging the teeth of the ratchet mentioned above. This screw has its head on the projector side, where it can be readily reached for adjustment. It is amply lock-nutted to prevent shifting. The horn bracket is bolted to the lower part of the diaphragm casing and has its lower section turned at right angles to the main part to fit between the jaws of a two-piece clamp, the latter being designed to fit on the handlebar or top tube.

The normal position of the plunger is with the nut close to the top of the worm, and the pad projecting well above the body of the horn. On pushing down on the pad, the nut descends, causing the worm to rotate and driving the ratchet device. As the latter rotates on its pivot, the teeth strike the screw on the diaphragm and cause it to vibrate. As the rider releases the pad, the spring, which has been compressed on the downward movement of the plunger, forces the latter up, rotating the ratchet device in the opposite direction and restoring the parts to their normal position. The operation can be repeated rapidly with the assurance that at each pressure the same volume of far-reaching tone will be given off by the horn.

It will be obvious from the illustrations that in this horn there is no mechanism exposed to water or dirt, all parts being safely enclosed in the body of the device.

WHERE NEW DEPARTURE PRODUCTS ARE MADE IN BRISTOL, CONN.



Full Time Work Is Being Carried on in All Departments in Order to Meet the Great Demand for Ball-Bearings, Coaster-Brakes and Bells from the Bicycle and Motorcycle Trades

SENECA CHIEF VISITS THE BIG WIGWAM

Learns to Drive a Sidecar Combination and is Modern in His Tendencies Although His Name is Gar-nah-goi-da-wei

SPRINGFIELD, Mass.—Came there to the information desk at the offices of the Hendee Mfg. Company, Springfield, builders of the Indian motorcycles, one day last week, a heavy-set, dark-visaged man who presented a Masonic lodge card bearing the name of Solomon Scrogg, and in deep, guttural tones, asked to see the advertising man, and declined to state his business to any other person.

Before he had long been in the Great Wigwam, the mysterious visitor, with dark, piercing eyes and a steely stare that was most uncomfortable to face, had his request granted, and then revealed himself as Chief Gar-nah-goi-da-wei, of the Seneca tribe, near Tonawanda, N. Y.

He proved to be one of the most interesting visitors who have called at the plant in many moons. On the reservation where his tribe lives are half a dozen Indian motorcycles which are used by real red men in traveling to and from work in the gypsum mines in the vicinity, and for covering the large farms which some of the well-to-do members of the tribe cultivate.

Therefore, "Mr. Scrogg" was not unfamiliar with the gasoline namesake, although he never had ridden one before visiting the factory. This deficiency, of course, was soon remedied, and he was able to operate a machine before bringing his visit to a close.

In his interview, Chief Garnahgoidawei, which means Little Chief of the Senecas, disclosed that he had spent four years at the Carlisle Government School and was a full-fledged printer.

Another British Firm

Toronto, Ont.—The latest British manufacturer to take steps to enter the Canadian field is Hughes & Co., of Birmingham and London, producer of accessories and bicycles. This firm is opening a Canadian branch in Toronto.

BERLING MAGNETO COMING FOR LIGHTWEIGHTS

BUFFALO, N. Y.—The Ericcson Mfg. Co., producer of the Berling ignition devices, is shipping magnetos in large quantities to Europe. They are being sold direct to manufacturers, so it is impossible to state how many of them will find their way into war service, but it is the belief that they are needed chiefly for motor vehicles now in course of construction to meet orders from the various army staffs. The shipments include motorcycle, aeroplane and automobile magnetos.

It is announced at the Ericcson factory that the company is getting out a new magneto for lightweight motorcycles, and for use on motor wheels. It will be known as "Type S."

Stock Issue of $3,000,000

Youngstown, O.—The stockholders of the Republic Rubber Co. have approved a preferred stock issue of $3,000,000, of which $2,500,000 will be used to take up preferred stock now outstanding, which matured in September. The remainder will be used to finance plant extensions as business requires. Formal authority for the issue will be conferred at a special meeting some time this month.

BENFORD AMMETER IS UNBREAKABLE

Novel Little Device With Direct Registration of Current Remains Efficient Under Rough Handling

MOTORCYCLISTS who use batteries will be interested in the New Benford Monarch ammeter, which has just been produced by the Benford Manufacturing Company, of Mount Vernon, N. Y. This instrument, which is designed to measure the amperage of currents, is a small cylindrical affair, to the lower end of which is attached a shallow point. The upper end is fitted with a cap, and when the latter is removed, the end of a tongue is exposed. This tongue is graduated in amperes and registers by its height above the top edge of the cylinder the quantity of current flowing.

To use the Monarch ammeter, the point on the base is put into contact with the carbon element of a dry cell, for example, while the outer casing of the instrument is brought into contact with the terminal on the zinc pole. On making these contacts the tongue or plunger rises in proportion to the amperage of the cell, this being read off directly by the figure opposite the top edge of the cylinder. On removing the ammeter the tongue retreats into the cylinder or can be pushed down with the finger. When at the lowest position, the cap is put on and the instrument becomes damage-proof. In fact, the whole device is indestructible under any kind of handling, and fits nicely in an ordinary pocket.

With each ammeter is furnished a contact, consisting of a sleeve fitting around the cylinder and having attached to it a cable and contact-point. This contact is employed when the distance between the contacts of the battery is too great to be spanned by the cylinder itself, or when the cell is so fitted that it cannot be inclined to bring the tongue in a vertical position when the ammeter is applied directly to the terminals.

Speed Increase Obtained by Power-Ola, Says the Maker

More speed and an increased mileage per gallon of gasoline are the claims made by the Power-Ola Mfg. Co., of 15 Bimm Building, Dayton, O., for their product, Power-Ola. This product, which comes in the form of tablets, is a mixture of an oil compound and some chemicals, the nature of which is secret, and is intended to be used in the proportion of one tablet to a gallon of gasoline. Power-Ola comes in boxes of 50 and 110 tablets, priced respectively at 50 cents and $1 per box. The makers state that if a noticeable increase of power is not obtained by the use of the tablets, the purchaser's money will be returned.

Vacuum Oil Traveler

W. W. Harrington is covering the Illinois territory for the Vacuum Oil Company, of New York. He has established his headquarters at the Chicago office of the company.

NEWS OF BUSY CLUBS AND THE F. A. M.

HOWE IS PRESIDENT OF THE PROVIDENCE CLUB

PROVIDENCE, R. I.—At the annual January election of the Providence M. C., recently held in this city, the captain of the club, A. V. Howe, was almost unanimously elected president. E. L. Buffington, who for a number of years past has been president of the club, stated that he could not give the office proper service, owing to his business duties. Mr. Buffington stated that if the club desired his services he would give what time he could spare and would serve as vice-president, to which office he was unanimously elected.

A. V. Howe, New President of Providence M. C.

J. G. Edwards was re-elected secretary for the fifth consecutive time, and B. A. Swenson was again elected treasurer, his election being by acclamation, it being voted that the secretary cast one vote to elect. Swenson has served the club as treasurer almost since the day it was organized. C. A. Anderson was elected captain, and Caesar Litterio as first lieutenant, with Charles Hadfield as second lieutenant.

Teams Tie for First Place in Bowling Contest

Rockford, Ill.—The Yale and Harley-Davidson bowling teams of the Rockford M. C. are tied for first place in the club's bowling tournament, both having won 18 games and lost 12. Merkel, Thor and Excelsior teams are striving hard for second place, while the Indian team has won 11 and lost 19 games.

Another Social Program Promised By Indian M. C. of Cincinnati

Cincinnati, O.—A business meeting of the members of the Cincinnati Indian Motorcycle Club was held on last Thursday evening at the Dennison Hotel, with a good attendance. The principal matter discussed was the holding of another social session, to be featured by bowling or some other amusement, and to be attended not only by club members, but by their wives, sisters and sweethearts as well. It was decided that such a meeting will be held, but neither the date nor other details were settled upon.

BOOMING WANDERSEE FOR DETROIT COMMISSIONER

DETROIT, January 29.—Some of the motorcyclists of Detroit are starting a boom for William H. Wandersee for state commissioner of the F. A. M., to succeed Arthur Ketcham, who has retired from the motorcycling field. Detroit wants that state meeting for 1915, and it is taken for granted that with a Detroit man as state commissioner, the city will have a great deal better chance to obtain the meeting.

Mr. Wandersee travels the state with motorcycles, bicycles and accessories, and thus is able to keep in touch with the clubs and dealers everywhere. He travels the southeastern part of the state for the Harley-Davidson. On the third floor of his store building he has fitted up a large clubroom, which is at the service of visiting motorcyclists at all times, and will be a good headquarters for them in case the state meet comes here.

Lining Up Harley-Davidson Riders for Big Club

Cincinnati, O.—Some of the live wires among the hundred-odd Harley-Davidson riders in this vicinity are at work on the organization of a club which will include every Harley-Davidson man here or in the nearby towns. It is certain that the club will be formed, and assurance of a large membership has already been received, but inasmuch as a 100 per cent. membership is wanted, the boys interested do not intend to rest satisfied until that has been attained.

Waging Membership Campaign

Columbus, Ohio.—The Capital City Motorcycle Club, which has its headquarters at 142 East Jay street, is now waging a strong campaign to increase its membership. The results so far have been very gratifying and are making the members enthusiastic. Arrangements have already been made for an interesting program of club runs.

New State Commissioners

Recent appointments of F. A. M. State Commissioners include Clyde Blaine for Arizona and Arthur Johnson for Illinois. Commissioner Blain's address is care of The Arizona Bank, Phoenix, Ark., while Johnson lives in Rockford, Ill.

NEWARKERS TO RIDE TO WILKES-BARRE MAY 30

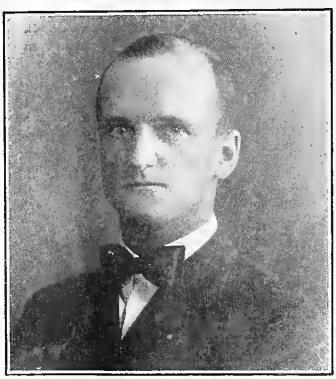
NEWARK, N. J., January 25.—The New Jersey M. C. will hold its eighth annual endurance run on May 30-31, with Wilkes-Barre, Pa., as the destination this year. The Run Committee is already perfecting the necessary details. The run will cover about 220 miles each day. The first day's trip will be from Newark to Port Jervis, by way of Suffern; thence along the Delaware river to Easton, and after leaving the latter place over the Pocono mountains to Wilkes-Barre, the night stop. Leaving Wilkes-Barre the next morning the return journey will be made via Reading, Easton and Somerville.

As the club has quite a reputation for holding endurance runs, this year's contest should arouse considerable interest among riders. Last year eight factories were represented by teams, the Consolidated Mfg. Co. entering two teams, one a team of three sidecars. This year the club will encourage sidecar entries, for a cup will be offered in that class.

Owing to the close finish and protested awarding of the Dealers' Cup after last year's contest the club is making every effort to devise rules that will make such a condition impossible in the future.

Yonkers Club Gave Dinner to Retiring President

William Ewald, the retiring president of the Yonkers Motorcycle Touring Club, of Yonkers, N. Y., was tendered a dinner by the club members on January 16, at Colaizzi's in New York City. As guests of the evening Acting City Judge T. P. Madden, Assemblyman George Blakely and Howard Nugent were present in addition to the ex-president. In all, twenty-eight sat down to the tables.



William Ewald

R. S. Irvine, Re-elected President of Winnipeg M. C.

TO SHOW MOTION PICTURES

WASHINGTON, January 25.—The installation of new officers in the National Capital Motorcycle Club has been followed by a revival of interest among its members. Improvements in the clubrooms include an equipment of new electric light fixtures, donated by a member, and the erection of a moving picture screen, upon which will be shown pictures of interest to motorcyclists, stereopticon views taken on former club runs, and enlarged diagrams of the various parts of different motors, the latter being explained by experts. The club has undertaken to secure a total membership of at least one hundred during the present year.

Standing committees have been announced. Competition will be in charge of W. F. Throop, Tommy Dedge and A. Zimmerman, representing the Excelsior, Indian and Harley-Davidson, respectively. The entertainment committee is composed of E. W. Bliss, Karl R. Lesh, retiring president, and C. A. Hutchins, former treasurer. The club house will be taken care of by Geo. W. Beall, P. N. Moulden and H. C. May, while three dealer-members, F. L. Leishear, C. H. Cross and A. Zimmerman, will have charge of the club's efforts to secure new members.

Bay City Club Holds Third Successful Banquet

Bay City, Mich.—The third annual banquet of the Bay City M. C. was held on January 25 at the Hotel Republic. Fifty-five members were present and all enjoyed themselves to the full. A number of speeches were made during the course of the dinner, all of which were received with enthusiasm, particularly that of "Our Club," by Neil Scott. In his speech Scott pointed out the need of a new headquarters for the organization, owing to the rapidly increasing membership.

The Bay City club now numbers 83 active members and has a number of prospects in view.

F. A. M. Activity in Southwestern Ohio Division

Cincinnati, O.—The Southwestern Ohio Division of the F. A. M. is going after members in and around Cincinnati in an energetic manner, which promises to make this division one of the strongest in the country by the time the season opens up. W. E. Horne is commissioner for the division, while Richard C. Swing has been appointed attorney, for the purpose of taking care of the important legal protective work done by the Federation on behalf of its members.

Queen City M. C. Welcomes Riders of Every Make

Cincinnati, O.—The Queen City Motorcycle Club is the name of an organization of riders which has been formed in the northwestern part of the city, with an initial membership of sixteen, and prospects for a good many more. Headquarters are maintained at Schuster's Dayton shop, but the membership of the club is not confined to Dayton riders by any means, being composed of riders of several different machines. The only qualification is that one shall ride a power two-wheeler, and on this basis the boys who are running the club believe that they can ultimately get together the strongest organization in the city, despite the fact that there are several strong one-machine clubs.

Patrons of Thor Motorcycle Co., Boston, Mass., at Their Country Club House

Wheeling M. C.'s Summer Program

Wheeling, W. Va.—The Wheeling Motorcycle Club has announced its program of races during the coming season. This program consists of many events and is one of the best ever gotten up by the local organization. Most of the races will be staged on the Fair Grounds. The program opens on April 24 with a race and closes on October 4 with a clambake along the Ohio river.

Bay Staters to Dance

Boston, Mass.—The Bay State Motorcycle Club is making preparations for its second anual ball which is to be held on Monday evening, February 15, at Odd Fellows Hall, Tremont street. The officers for the ball will be as follows: Chief marshall, Geo. W. Campbell; assistant chief marshal, B. C. Straube; floor director, Geo. J. Downs; assistant floor director, Geo. F. Cassell, and chief aid, Jos. V. Fandry. The rooms of the club are at 325 Columbus avenue.

Milwaukee M. C. to Celebrate Second Anniversary

Milwaukee, Wis.—The Milwaukee Motorcycle club is making preliminary plans for a big banquet to be held in one of the downtown hotels, probably the St. Charles, to celebrate its second anniversary. There will be nothing slow about the Milwaukee dinner. It is proposed to make it one of the biggest affairs of its kind that has ever been attempted.

The club gave its annual theatrical benefit in the Majestic vaudeville house with Gertrude Hoffman and her troupe as the headliner. The show drew a full house and the club netted several hundred dollars that will be used for maintaining the clubhouse.

Racine Riders at Ball

Racine, Wis., January 29.—One of the big social events last week was the first annual mask ball of the Racine Motorcycle club held in the Lakeside Auditorium. The affair was a huge success. Prizes amounting to $110 were distributed and the handsome bonus brought out a variety of artistic costumes and some of the best masqueraded groups seen in the city for some time. The grand march and unmasking took place promptly at 12 o'clock, at which time a number of surprises were forthcoming.

Anniston, Ala.—A new motorcycle club has been formed in this city with twenty-two charter members.

William Chesak, Chairman of Milwaukee Club's Show Committee

LATE BULLETINS FROM THE AGENCIES

WELL STOCKED SALESROOM OF HAVERFORD CYCLE CO.'S BUFFALO BRANCH

Neat Arrangements of the Tires in Racks, Coupled with Ample Space for Each Machine on the Opposite Side of the Room, Make for a Clean and Attractive Interior That Helps Mightily in Making Sales

Novel Scheme for Lining Up the Rising Generation

Buffalo, N. Y.—Neal, Clark & Neal, Indian agents in Buffalo, are employing a novel device for teaching the American youth the habits of thrift, so that he may eventually purchase a machine from them. Neat metal banks with a large coin-slot are distributed by the firm, each bank having the following inscription on the outside: "Remember your Indian Motocycle."

The firm keeps the key, and when the owner brings in the bank it is opened, the contents counted and the amount credited to his name for the future purchase of a mount. The depositor is also given a receipt and the bank is turned over to him for another filling.

On the Motor Wheel List

Jacksonville, Fla.—Albert A. Stoddard, Reading-Standard representative in this city, has taken the agency for the Smith Motor Wheel for Jacksonville. He reports the sale of several of the attachments to local bicyclists and expects to dispose of a large number during the 1915 season.

Carrying the Full "X" Line

The Franklin Cycle and Supply Company, of 142 East Jay street, Columbus, Ohio, will handle the Excelsior line of bicycles in addition to Excelsior motorcycles.

Bossmeyer Is Busy

Freeport, Ill.—C. L. Bossmeyer, the local Harley-Davidson agent, reports the sale of 3 three-speed twins so far, in addition to a delivery van. The latter went to Swartz & Crawford, the leading druggists in Freeport.

Holding Individual "Shows"

Columbus, Ohio.—Unable to get space in the Columbus Automobile Show, which is now running in Memorial Hall, the local motorcycle dealers have arranged individual shows in their salesrooms. All of the agencies are smartly decorated and are keeping open nights so that people can view the 1915 offerings.

Wrede Joins Mueller

Milwaukee, Wis.—Wallace Wrede has rejoined the sales staff of the Mueller Cycle Co., 726 National avenue. Wrede is a member of the Milwaukee Motorcycle Club and popular amongst the riders of the city. Wrede was salesman for Mueller for many years but quit the motorcycle business early last summer.

Lively Demand for Dayton

Cleveland, O.—The J. L. & W. Motorcycle Company, local agents for the Dayton, at 6806 Detroit avenue, N. W., reports a big demand for the Davis product, especially in those models which are engined with the Dayton motor. Members of the firm recently constructed a motor

sled, in which the motive power was furnished by a Dayton machine minus the front wheel, and state that a speed of 35 miles per hour was obtained from it.

Jarvis Company Discontinues Its Store in Detroit

Detroit, January 29.—The W. B. Jarvis Company has decided to discontinue its Detroit store and is selling out. The Jarvis company is one of the oldest bicycle concerns in Michigan, having been organized in 1895 as Studley & Jarvis, a partnership, in Grand Rapids, and later incorporated and enlarged in scope into a general sporting goods establishment. Will B. Jarvis, a racing man in his younger days, was at the head of the corporation. Three years ago it established one of the finest sporting goods stores in Detroit, on Woodward avenue. It has made bicycles a feature of its business since it came here.

The store in Grand Rapids will be continued as in the past. Jarvis has been the agent for the Cleveland bicycle since 1893, having been with Studley & Barclay, Grand Rapids agents for the Cleveland, Columbia and Victor, before the firm of Studley & Barclay was organized.

Louis Goldsmith Is Now Operating Under His Own Name

Louis Goldsmith, Yale and Indian agent, at 92-98 St. Nicholas avenue, New York, states that his establishment has given up the name of the Gotham Motor Company and will be known by his—Goldsmith's—name only, hereafter. The word "Gotham" was confused by many with another firm of somewhat similar title in a different part of the city, although there was no connection between the two, and to prevent misunderstandings, Goldsmith is now conducting his business under the new designation.

Cox Is Making Improvements

Janesville, Wis.—Indian machines in this vicinity are handled at 122 Corn Exchange street by C. H. Cox. The proprietor, who is well known to followers of road events in this State, is making improvements in his store. He reports the sale of a number of twin three-speeds for spring delivery.

Werle Is Getting Busy

New Haven, Conn.—Albert Werle, who represents the Harley-Davidson in this city, has now three 1915 models as demonstrators on his sales floor, and finds use for all of them. One of these machines is electrically-equipped with three-speed gear, a second is a regular three-speed model, while the third is a single-geared twin. Werle reports inquiries coming in thick and fast and his books show a comfortable margin of orders as compared with the same time in 1914.

Harley-Davidson for Maxwell

Beloit, Wis.—R. S. Maxwell, until recently an employee of the Beloit postoffice, has taken the agency for the Harley-Davidson in this city for 1915. He succeeds Talbot & Grant, who held the agency during 1914.

Two Makes to Be Shown at Omaha from February 15 to 20

Omaha, Neb.—A feature of the Tenth Annual Omaha Automobile Show, which is to be held in this city during the week of February 15-20, will be the exhibit of Indian and Harley-Davidson motorcycles. The two-wheelers will occupy prominent positions among the pleasure automobiles, as has been the custom at former exhibitions of this nature in Omaha. The Indian machines will be shown by the Omaha Bicycle Co., while the Harley-Davidsons will be demonstrated by Victor Roos.

Big Electric Sign for Rockford Indian Agents

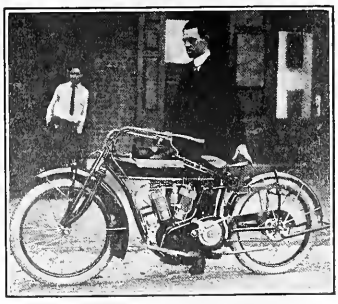
Rockford, Ill.—That Bladstrom & Swanson, the Rockford Indian agents, are leaving no stone unturned to increase their sales this season is demonstrated by their attention to display advertising. The main feature of this advertising is an electric sign, 14 feet long and 10 feet high, carrying 100 incandescent bulbs and stating that they are Indian agents. Over 50 signs are being gotten up by them for posting along the main roads into town, these signs bearing their name and address. The wood for the signs was taken from motorcycle crates.

Now Look Out For Action

Wichita, Kan.—Walter Cunningham, Harley-Davidson dealer in this city, and a well-known racing man who bears the title of the "Kansas Tornado," has enlisted the services of Ray Weishaar, the "Kansas Cyclone," as salesman. Motorcyclists of Kansas are expecting great results from a combination of this nature.

New Haven Firm Favors Installment and Renting Plans

New Haven, Conn.—Sturges & Kaletsky, proprietors of the recently-formed Indian Motorcycle Company, of this city, report that they are going in heavily for sales



Shelton Sturges

on the installment plan, as they figure that there is a big field open for this form of transaction. They also intend to continue the renting plan inaugurated by Sturges two seasons back, having found that second-hand machines rented to responsible parties are a source of large profit.

Nein Is Live-Wire Dealer at Albuquerque

Albuquerque, N. M.—Carl O. Nein is one of the latest dealers to commence business in this city, having recently opened a garage at 220 South Second street, where he handles the Harley-Davidson. He figures that 1915 will be a "hummer" all year on account of the volume of cross-country travel to and from the big California expositions. A rest room is being fitted up in his place for travelers, and in particular for those who are members of the F. A. M. Plenty of books and papers are to be provided as well as lounging accommodations.

A first-class demonstration of the power of the first three-speed Silent Gray Fellow in these parts was made recently by Mr. Nein, who negotiated a rough sand hill of about 50-degree incline near the city. The approach is through sand and gravel and Agent Nein is jubilant over the way in which the twin took the grade.

Partnership Dissolved

Tampa, Fla.—The partnership heretofore known as the Kennard-Fielding Company has been dissolved, it is announced, and H. O. Fielding, the former junior partner, has retired. Philip Kennard, the former senior partner, has acquired all the assets of the business and has assumed all outstanding accounts. The business will be continued under the name of the Kennard Motor Company, and the Harley-Davidson distribution agency held by the Kennard-Fielding firm will be retained.

Iver Johnson in Cleveland

Iver Johnson motorcycles are to be handled in Cleveland, Ohio, for 1915 by the Mechanical Development Co., 4822 Payne avenue. While this company is a newcomer in the motorcycle field, all the members of the firm are trained mechanics, D. A. Davies, the general manager, being a mechanical engineer of prominence in the Sixth City. The company will operate a well-equipped garage and supply store.

McGraw May Handle Emblem

Columbus, Ohio.—The McGraw Company, of 338 North High street, is reported as being about to sign up for the Emblem agency in Franklin County. W. H. Snyder is general manager of the McGraw Company, which formerly operated under the name of the American Machine Company.

Lining Up Prospects

Janesville, Wis.—W. C. Davis is representing the Harley Davidson in this city at his headquarters at 506 West Milwaukee avenue. He has sold two 1915 models so far, and reports a number of prospects lined up.

Liske a Dayton Agent

Buffalo, N. Y.—Charles Liske, of this city, has taken the agency for the Dayton for Erie and Niagara counties, including the city of Buffalo. Liske formerly handled the Jefferson in the same territory.

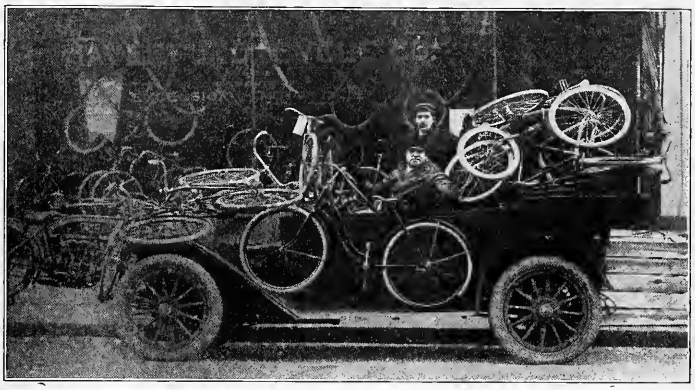
PITHY PARAGRAPHS FOR BICYCLISTS

ATTRACTIVE ROAD RACING PROGRAM FOR AMATEURS

THE Inter-Club Amateur Cycle Road Racing League, which has as its object the promotion of amateur bicycle road racing among clubs, has announced through its secretary, D. J. McIntyre, of 3759 Barnes avenue, Bronx, N. Y., the following schedule of events to be held during the year:

Date.	Rain date.	Event.
Mar. 21	28	Half century, by C. R. C. of Am., N. J. Div.
Apr. 4	11	Spring Century, by C. R. C. of Am., N. Y. Div.
18	25	Spring Century, C. R. C. Assn., N. Y. Div.
May 2	9	25-mile race, C. R. C. of Am., N. J. Div.
16	23	10-mile race, C. R. C. Assn., N. Y. Div.
Jun. 6	13	Race, Acme Wheelmen.
20	27	50-mile race, C. R. C. of Am., N. Y. Div.
Jul. 11	18	Picnic and carnival of sports, to be held by the Interclub Amateur Cycle R. R. League.
Aug. 8	15	Pleasure trip, C. R. C. of Am., N. J. Div.
22	29	Cycling carnival, C. R. C. Assn., N. Y. Div.
Sept. 5	6	Race, Acme Wheelmen.
12	19	15-mile race, New England Wheelmen.
26-Oct. 3		Tri-State Century, C. R. C. of Am., N. J. Div.
Oct. 10	..	Interclub Championships.
17	..	Interclub Championships.
24	..	Interclub Championships.

HOW HAVERFORD COMPANY HANDLED HOLIDAY RUSH



WASHINGTON, D. C.—So great was the call for bicycles for Christmas in Washington that one of the Haverford Cycle Company's local branches was obliged to hire an automobile to deliver them. The machine was loaded with 17 cycles at a time and sent out, until the full number of 140 were safely delivered at their respective destinations. The automobile traveled 156 miles, according to the speedometer, in distributing the machines. The photograph shows the automobile in front of one of the Haverford stores with its load of bicycles.

Bumiller Company to Help Stage Amateur Bike Races

Cincinnati, O.—The Herman Bumiller Co., one of the leading sporting goods houses of the city, is planning for a big bicycle season. To this end, the company proposes to co-operate with one or two other Cincinnati dealers in holding one or more road races for young riders of bicycles during the early part of the summer, with prizes in the shape of cups and medals, to attract attention to the fact that there is still plenty of sport to be found on a bicycle. By following this up with adequate advertising and selling work, the company believes that sales can be stimulated to a high point. At any rate, it expects to try out the plan. It handles several jobbers' lines of bicycles, as well as its own make, the "Bu-Rem."

Plans Coast Trip Handcuffed to His Two-Wheeler

Francis de Lackso, the coast-to-coast walker, is now in New York making preparations for a bicycle trip from Gotham to the Panama-Pacific Exposition. He came to the metropolis a few weeks ago after an extensive journey afoot through Central and South America as well as portions of the United States.

De Lackso claims to have signed a contract with the Pope Mfg. Co., to use one of their bicycles. He will be handcuffed to the machine and the lock in the handcuff, so de Lackso says, will be soldered to preclude any possibility of his taking the handcuffs off. He will start from New York City about February 22.

In the meantime, the cross-continent pedestrian is willing to lecture before any club on his experiences on the road and the plans which he will put into effect when he goes out on his two-wheeler journey.

Southern California Wheelman Elect Their 1915 Staff

Los Angeles, Cal.—The Southern California Wheelmen held their annual election of officers recently with the following results: President, Clarence F. Gallagher; vice-president, Harold Hesse; secretary and treasurer, Earl Miller; captain, Earl Thompson; lieutenant, Ralph Kingsley. With fair weather shining upon California twelve months each year, it is expected that the call of the road will bring many bicyclists to join this growing organization so that the membership limit of one hundred will soon be reached.

Arons Wins Ten-Mile Roller Race of Glunz Wheelmen

From the headquarters of the Glunz Wheelmen, 635 Glenmore avenue, Brooklyn, N. Y., come the following results in the ten-mile and quarter-mile roller races, held on January 23 on the club's "home trainers." Harry Arons was declared the winner in the long distance event, his time for the ten miles being 14:53⅕. This constitutes a record for the club. In the quarter-mile, Arons and Peter Brock tied for first place, the time being 16⅖ seconds. The tie will be run off at the next meet. A gold-filled watch will be presented to the club member making the best roller time for the ten miles during the 1915 season.

Plan Trip to 'Frisco

Newark, N. J., January 30.—Arrangements are said to be practically completed for a bicycle trip to be made from New York City to San Francisco by T. D. Chensworth and one of his friends on a Pierce bicycle. They hope to start during the latter part of this month.

Discontinues Bicycle Line

The Barr Motorcycle Company, of East Jay street, Columbus, Ohio, has discontinued handling bicycles and will hereafter devote its attention entirely to the sale of motorcycles and automobiles.

Big Season Coming, Says Cox

New Haven, Conn.—Peter Cox, who takes care of Excelsior interests in New Haven and vicinity, is a firm believer in 1915 as a bigger year than 1914. As proof of this he reports that he has taken four more orders than in the corresponding period of last season. Practically all his orders are for the single-geared twin model, which is the mount whose sale he is pushing in particular.

KELLY HANDLE BARS

Standard of the World

WE MANUFACTURE BOTH STYLES

Divided Adjustable Bars

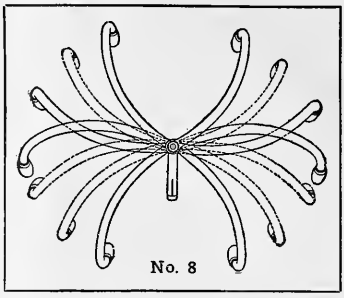
For High Grade Bicycles

Give You Any Position You May Desire and

Kelly One Piece Top Reversible Bars

Only Two Positions

For Cheaper Bicycles



OUR FINISH AND WORKMANSHIP IS THE BEST

Write for Prices

KELLY HANDLE BAR DEPT.

American Stove Co.

5017 Perkins Avenue **Cleveland, Ohio, U. S. A.**

LOBDELL

BICYCLE RIMS ARE BEST

THIS IMPRINT IS A

QUALITY GUARANTEE

SEE that it is on the rims fitted to your Bicycles, and on those you buy for repair work.

Lobdell Rims have been, and still are, standard factory equipment by reason of their quality, and our ability, financially and otherwise, to serve the trade satisfactorily.

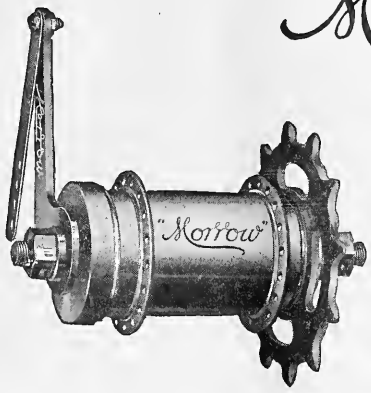
MADE IN ALL TYPES AND STYLES **ORDER FROM YOUR JOBBER**

American Wood Rim Co.

Factories: ONAWAY, MICHIGAN
MERY-SUR-OISE, FRANCE

Stocks carried for jobbing trade at
48 WARREN STREET, NEW YORK, N. Y.
1801 SO. MICHIGAN AVE., CHICAGO, ILL.

Morrow



The Coaster Brake quality which this name connotes has a definite, demonstrable basis.

The most particular care is taken in the selection and heat treatment of the several steels that enter into the construction of the MORROW BRAKE. This grade of steel is suitable for certain parts requiring strength with toughness; that grade for certain parts subject to wear. Inspection of raw material, and inspections at every stage of manipulation, insure the maintenance of our standard. The most particular care is taken in the manufacture of the parts (by the limit gauge system), and in the testing of the assembled Brakes before shipment.

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Dealers:—If you have not received our attractive Eclipse Catalogue, write for one today.

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Licensed Coaster Brake Manufacturers

Positive Grip

due to the generous design and construction—we think it is the best and strongest rat-trap pedal you ever put your foot on.

The No. 4 Standard

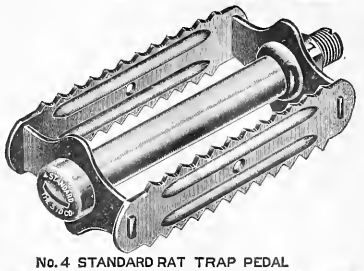
is a big, substantial, motorcycle-type pedal. It stands for the utmost mechanical value.

With a pair of these pedals on your wheel you are equipped with correct, up-to-date foot-holds, fairly representative of our business in the cycle industry.

Our products for the cycle trade include:

Emergency Axles, Diamond E Spokes, Bridgeport and Standard Pedals, Sager and Standard Star Toe Clips.

THE STANDARD COMPANY
Torrington, Conn.



No. 4 STANDARD RAT TRAP PEDAL

Bosch

The Motorcycle Maker Who

supplies a Bosch Magneto, pays more for the extra service he gives you, but you get many more times that extra cost by getting positive ignition and feeling that you have the best that money can buy.

Don't fail to look for the name Bosch on your magneto.

Be Satisfied **Specify Bosch**

Correspondence Invited

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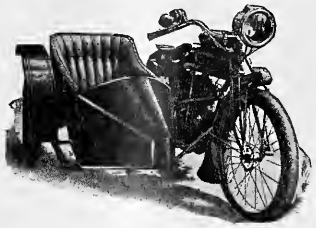
229 W. 46th St., New York

250 Service Stations

Startling Prices On Side Cars for 1915



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With arrangements for easy payments

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BUILT LIKE AN AUTOMOBILE

Luxurious comfort. Strong and reliable. Built for the severest service.

This car is fitted with our famous chassis which made our 1914 the leading and most satisfactory car on the market. No frame replacements during the whole season.

Our long practical experience and unique facilities for economical production enable us to out-distance all competition.

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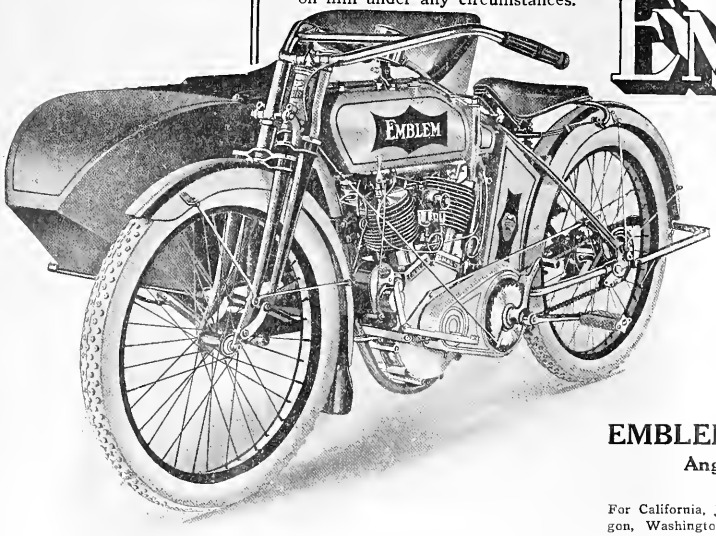
In Strict Confidence

The rider of an EMBLEM has no doubts at the back of his mind. He rides with the feeling that his mount will not go back on him under any circumstances.



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Is the standard of all that is best in motorcycle progress. It represents the latest word of a firm of experts who have worked with a high ideal. The result is such that we can appeal with confidence to the verdict of a discriminating public. If you buy an EMBLEM, you buy more than steel and tires. You buy brains, skill, and above all, service of the highest kind. Don't be persuaded to buy before you have seen our catalog. Yours for a postal.

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INDIANS and Excelsiors, 1912 or 1913 models, can now be fitted with the patented Yale planetary two-speed gear without alterations or machine work. It brings them up to date and gives a wonderful increase in the all-round ability of the machine. Same transmission as used on the new Two-Speed Yale.

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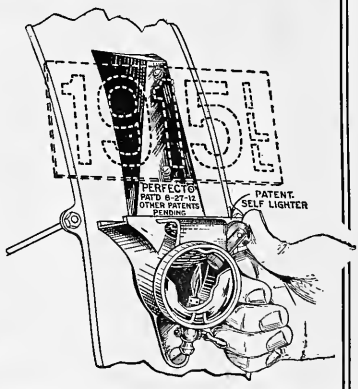
embody the latest and best lighting ideas

Not Affected by Any Vibration—Fits Flat Against the Mudguard

Self lighting and comply with all legal requirements.

Will never shake loose or rattle.

Absolutely guaranteed.



DEALERS: Write for Our Selling Proposition which will prove a money maker to the live ones.

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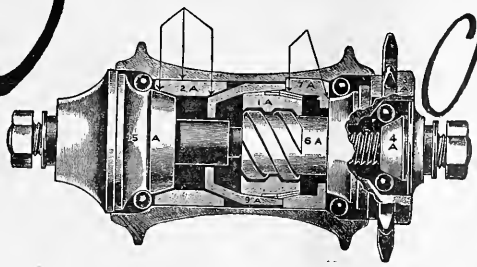

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Riders want the best when it comes to a Coaster Brake. It means so much in a possible emergency.
Put an ATHERTON COASTER BRAKE on your wheel and feel absolutely secure!

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Stock Alsa Carried in New York at
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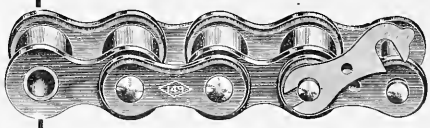
A HEAVY CHAIN for THE HEAVY MACHINES



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Non-breakable rollers of special alloy steel add materially to the length of service.

An inspection or test will convince you. A free short sample mailed upon request.

Mail the Coupon

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Please send free short sample of your new motorcycle chain.

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B.W. 2-2-15

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Simple and Absolutely Airtight

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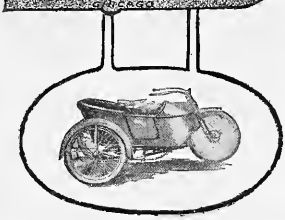
ROGERS MANUFACTURING COMPANY CHICAGO



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Real hair upholstery Mahogany trimmings.

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Sturdy, safe, comfortable. Handsomely finished. New improvements for 1915.

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in immense quantities with high-speed, high-efficiency machinery, precise accuracy and quality of workmanship is insured, as well as cost reduced so as to give the buyer far greater value than would be possible with less progressive methods.

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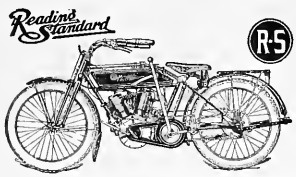
Fifty Miles Per Hour—Price $150.00



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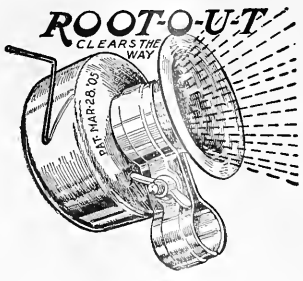

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Write your jobber for your sample.

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Abe Martin Says—

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Prompt and complete shipments

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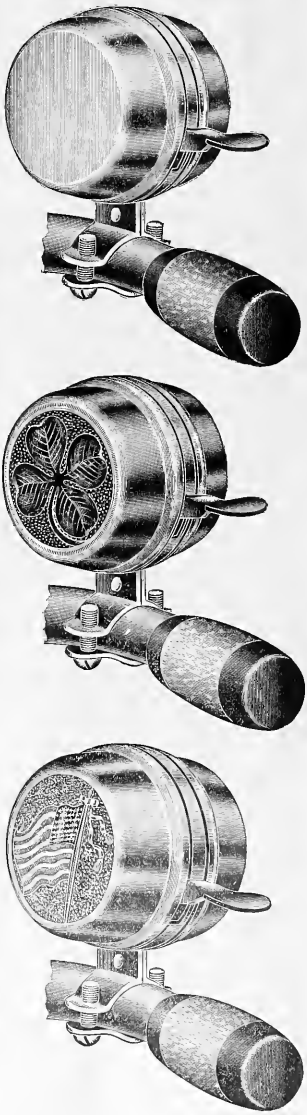

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Satisfy a million users
Our New 1915 Models
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Gas or Electric Head and Tail Lights, Generators and All Accessories
New Model EM 2 S
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Sell the Genuine NEVERLEAK TIRE FLUID

SELL the one standard, time tested, absolutely reliable tire fluid, used by riders everywhere for healing punctures in bicycle tires. It's the oue kind that gives positive satisfaction to all.

Heavily Advertised

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Pope, Indian, Excelsior. Bicycles.
Motorcycles sold on easy payments.
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DRISCOLL & JEANROY
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Full line of parts and accessories. Repairs guaranteed.
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THOR and MERKEL—SIDE-CARS.
Parts for all machines and Accessories.
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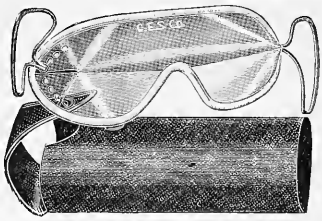

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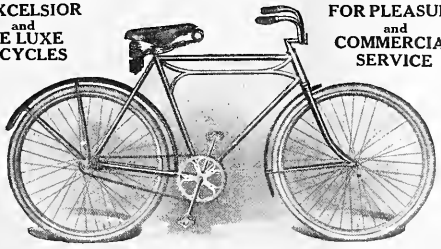

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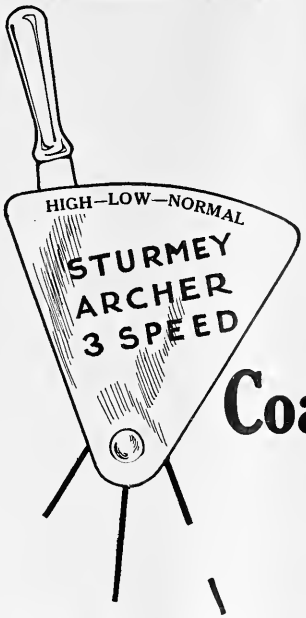


"A Gear For Every Need"

—as applied to the **Sturmey-Archer 3-Speed Coaster Hub,** represents the height of ease, comfort, safety, reliability, and durability—and the conservation of the strength and energy of every man, woman and child, who rides a bicycle for pleasure or business.

Why Do You Ride?

—For business? For pleasure? For exercise? Any one, perhaps. But certainly not for physical strain and over-exertion, the plague of old-style cycling.

Business is too important—the day is too long—to start all tuckered out. Pleasure is too fleeting to spoil, and exercise too injurious if overdone, when there's no necessity for overdoing it.

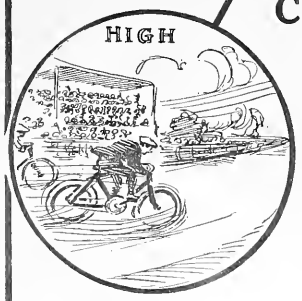
Save Your Strength

—for business hours. Don't squander it all before the day starts, or ride home on mere grit after hours, when the **Sturmey-Archer 3-Speed Coaster Hub,** attached to your bicycle, can make riding a recreation on any road, under any conditions.

Standard Equipment on **Columbia, Rambler, Tribune, Cleveland, Crescent, Monarch, Dayton, Excelsior and other standard bicycles.**

Dealers—Look Out

—for the popularity of the **Sturmey-Archer Hub.** Cyclists will save their "pep" and protect their lives—they are hot on the trail of the **Sturmey-Archer Hub,** everywhere. Are you ready to fill their orders? Write today for details of big profits.



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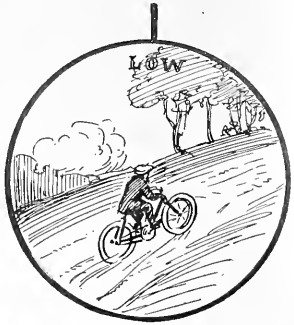

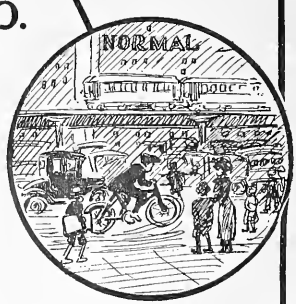

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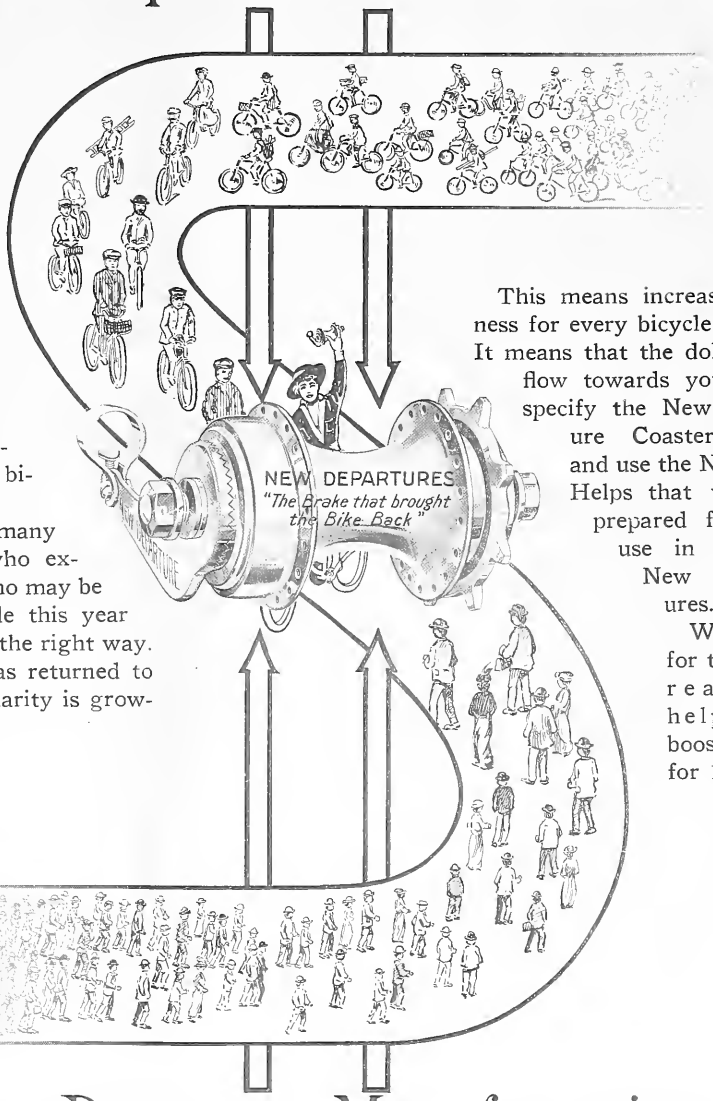
We Help You Get the Business



There are three million boys and girls, men and women, in the United States today who ride bicycles.

There are as many millions more who expect to ride or who may be persuaded to ride this year if approached in the right way.

The bicycle has returned to favor. Its popularity is growing.

This means increased business for every bicycle dealer—It means that the dollars will flow towards you if you specify the New Departure Coaster Brake and use the New Sales Helps that we have prepared for your use in boosting New Departures.

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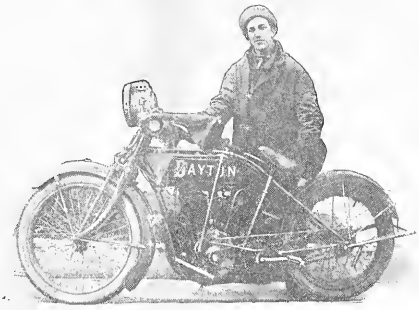

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